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GENERAL PLAN



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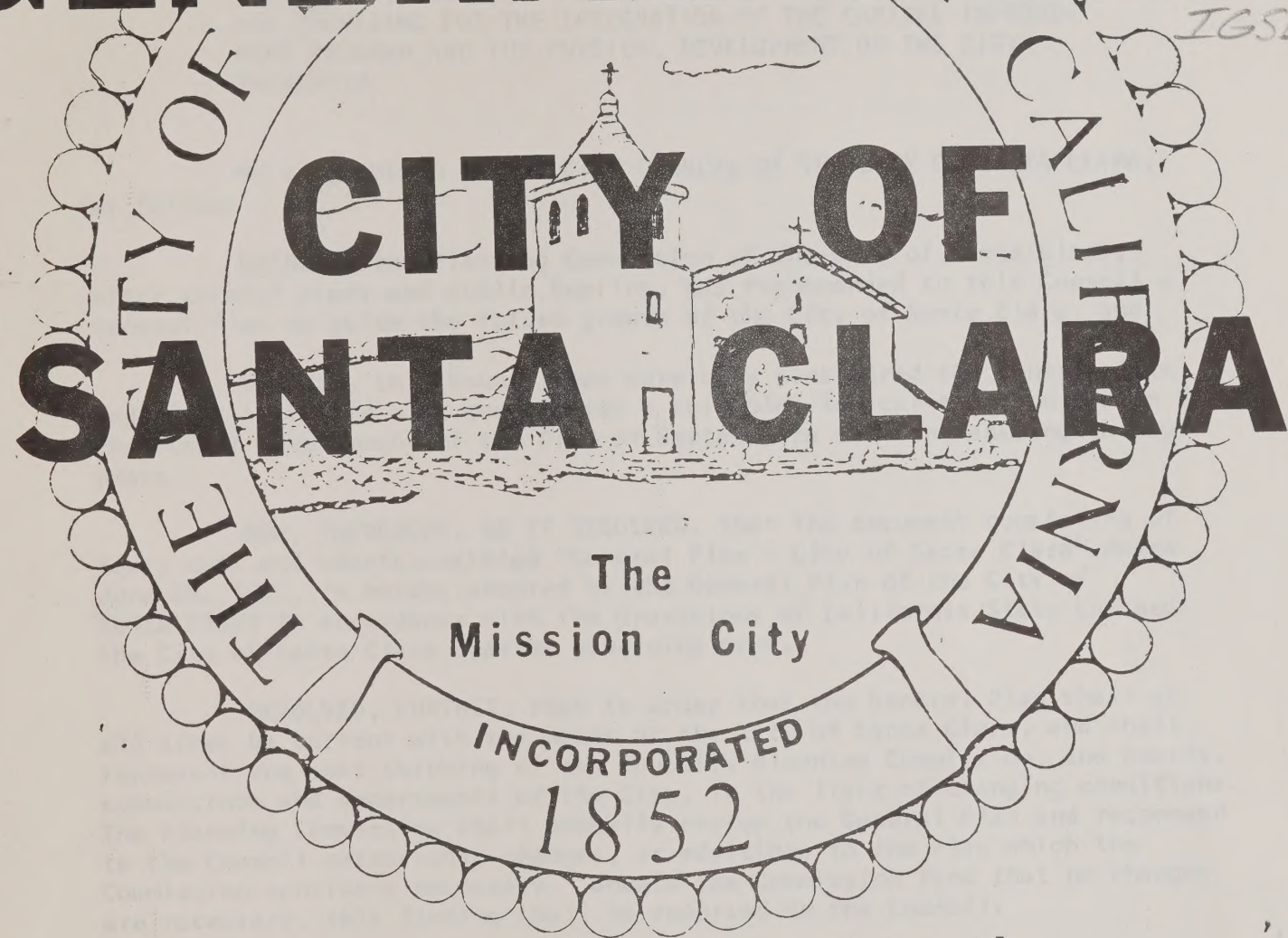
MAY 24 1977

UNIVERSITY OF CALIFORNIA

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1972

GENERAL PLAN

IGSL



adopted by the

PLANNING COMMISSION

City planning Santa Clara

Santa Clara **CITY COUNCIL**



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RESOLUTION NO. 2922

ADOPTING A GENERAL PLAN FOR THE CITY OF SANTA CLARA,
CALIFORNIA, PROVIDING FOR THE ANNUAL REVIEW THEREOF,
AND PROVIDING FOR THE INTEGRATION OF THE CAPITAL IMPROVE-
MENT PROGRAM AND THE PHYSICAL DEVELOPMENT OF THE CITY
THEREWITH

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA,
as follows:

WHEREAS, the Planning Commission of the City of Santa Clara,
after careful study and public hearing, has recommended to this Council a
General Plan to guide the future growth of the City of Santa Clara; and

WHEREAS, this Council has carefully considered the General Plan
and finds that said plan constitutes a suitable, logical and timely plan for
the future development of the City of Santa Clara over the ensuing twenty
years;

NOW, THEREFORE, BE IT RESOLVED, that the document consisting of
text, maps and charts, entitled "General Plan - City of Santa Clara" dated
June 28, 1972, is hereby adopted as the General Plan of the City of
Santa Clara in accordance with the provisions of California State Law and
the City of Santa Clara Charter governing same.

RESOLVED, FURTHER, that in order that the General Plan shall at
all times be current with the needs of the City of Santa Clara, and shall
represent the best thinking of the Council, Planning Commission, and boards,
commissions and departments of the City, in the light of changing conditions.
The Planning Commission shall annually review the General Plan and recommend
to the Council extensions, changes, or additions to the Plan which the
Commission considers necessary. Should the Commission find that no changes
are necessary, this finding shall be reported to the Council.

RESOLVED, FURTHER, that the General Plan shall be the guide for
the Capital Improvement Program insofar as said Capital Improvement Program
affects the physical development of the City. The Planning Commission
shall submit an annual report to the Council regarding the Capital Improve-
ment Program, which shall review each project for its conformity to the
General Plan; review the program as a whole in order to suggest any improve-
ment in economy or efficiency which might be effected through the combining
of various projects; and suggest any needed improvements which do not
appear in the program.

RESOLVED, FURTHER, that matters substantially affecting the physical development of the City shall be submitted to the Planning Commission for a report to the City Council as to conformity to the General Plan. Such report shall be made to the Council within thirty (30) days after presentation of the matter to the Planning Commission, provided that said time may be extended by the Council. If said report is not submitted to the Council within said thirty (30) days period, or any extension thereof, the matter shall be deemed approved by said Planning Commission.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA this 8th day of August 1972, by the following vote:

AYES:	COUNCILMEN:	Kinney, Marsalli, Simmons, Viso, Gillmor (Mayor)
NOES:	COUNCILMEN:	Hansen
ABSENT:	COUNCILMEN:	Barcells

ATTEST: *A. S. Belick*
A. S. Belick
City Clerk

CITY COUNCIL

Gary G. Gillmor (Mayor)

Frank J. Barcells

Gary E. Hansen

Charles R. Kinney, Jr.

Larry J. Marsalli

William E. Simmons

James J. Viso

PLANNING COMMISSION

William H. Best III (Chairman)

Thomas N. Fast

John Fontana

Bertram E. Martin

John M. Stewart

Daniel V. Texera

Ross Trigg

CITY STAFF

D. R. Von Raesfeld, City Manager

Vernon P. Craig, Director of Planning and Inspection

Frederick J. Carlson, City Planner

Geoffrey C. Goodfellow, Advanced Planning

C. R. Larsen, Graphics

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I. INTRODUCTION

A. PURPOSE OF THE GENERAL PLAN

The purpose of the General Plan is to:

FORMALLY STATE the development policy of the City and
SET FORTH a framework of principles and standards that will
GUIDE future decisions affecting the development of the City so as to
CREATE a desirable environment for living, working and playing and
ACCEPTABLY LOCATE those facilities which contribute to the social,
economic and cultural goals of the community.

In 1960 the City first prepared and adopted a comprehensive General Plan for Santa Clara. Since then the City has increased significantly in both size and complexity. Five amendments to the land use element have been adopted, reflecting important changes in City policy. The new text presented here serves to clarify emerging goals and priorities.

This General Plan considers the course of Santa Clara's development to 1990. In doing so it confronts such issues as the shift to multiple unit residential construction, the City's status as a major industrial employment center and the development of the Old Quad area. The process of formulating the Plan's policies and programs involved planning staff analysis of available data and past policy, coordination with other agencies and departments, and a series of public hearings before the Planning Commission and the City Council to ensure the direct participation of interested citizens.

This General Plan is a statement of adopted policy and a guide for decisions to be made by the City Council, City Commissions, other governmental agencies and private developers in Santa Clara. Pursuant to the adopting resolution, this Plan is reviewed annually to ensure that it accurately reflects current City policy.

1. Introduction
- B. Process of Developing the Plan

2.

1B PROCESS OF DEVELOPING THE PLAN

The quality and success of a General Plan depends on the effectiveness of its development process to include input from as many interested parties as possible. Several consultant studies were made during the 1960's, the findings and recommendations of which have become input for the General Plan. Another important source of this Plan has been the demographic information from the County's 1966 census and the 1970 U.S. Census. This plan incorporates advice and ideas from other City Departments in order to include their programs and integrate them with each other.

Early in the process the Planning Commission became involved in study sessions with the staff. Following Commission approval of the preliminary plan, it was presented to the City Council and the public in a series of public hearings. The reactions and changes suggested during these hearings were used to finalize the Plan for adoption by the City Council. The General Plan of 1971 is the culmination of a process integrating technical planning and political goals within the City of Santa Clara.

1C SUMMARY OF THE PLAN

The main thrust of the General Plan is towards maintaining the quality of the City as a place to live and work by limiting the ultimate population density. Because of its central location and industrial employment, Santa Clara will be under strong pressure to increase the amount of housing and therefore the density of its residential development. The ultimate population will be held at approximately 120,000. Residential growth will occur in new development around Agnew Village and through new apartment construction in the Old Quad. Single family areas built since 1950 will be carefully protected from commercial intrusion and higher density residential use.

The second major objective is the Plan's emphasis on continued industrial growth in the City and the reservation of open land north of the Bayshore Freeway for future industrial development. The benefits of industry in terms of providing jobs and tax base are well documented and play an important role in Santa Clara's healthy economic situation. The General Plan establishes policies and standards that will ensure the proper location of activity in the City and minimize the adverse effects of traffic, noise and appearance.

Another theme of the Plan is the provision of increased amenities for residents of Santa Clara. As new residential development diminishes, the primary demands on the City will be for higher quality facilities and services. Public expenditures will be directed towards conservation, recreation, cultural and visual improvements that make Santa Clara a better place to live.

A final issue is the recognition that there are problems and needs facing Santa Clara that cannot be solved by the City alone. Many activities of the present urban society extend beyond local political boundaries or are the result of decisions in which Santa Clara is substantially affected but would normally have no influence. Already the City is participating in several county and regional organizations and must continue to play an active role in them in order to influence their direction. Failure to do so will not mean more local power but rather continued loss of control over many problems that confront local residents.

A. HISTORY

Fertile soil, level land, abundant water, a temperate climate and a central location within the San Francisco Bay region have combined to form a pleasant and productive living environment in the City of Santa Clara throughout its long history.

The first written record of the area is from 1769 when the scouts of Juan Gaspar de Portola's Spanish expedition reported grassy plains spotted with oak trees and numerous Indian villages. On January 12, 1777 Padre de la Pena gave the first mass of the Mission Santa Clara under a shelter of tree branches. The Mission prospered and was rebuilt in 1779, 1784, 1819 and finally in 1825 where it stands today on the campus of the University of Santa Clara. The Spaniards found the valley floor ideal for vast herds of cattle and sheep which were raised primarily for hides and tallow. During the early nineteenth century the agricultural emphasis shifted from cattle to grain production.

Following California's entry into the Union in 1850, Santa Clara began to lay the foundation for its transition from a rural town to a city. In 1851 the Jesuits founded the University of Santa Clara with \$150, a faculty of two and 16 students. Soon after, in 1856, Santa Clara was incorporated as a charter city under the provisions of the State constitution. The City officially plotted a street system in 1866 to accommodate anticipated growth. This layout still exists in the central business district.

Around 1870, Santa Clara began to take on regional and even national significance. The two developments most responsible for this were (1) the prosperity and academic achievements of the University and (2) the transition to an orchard economy. By 1940 Santa Clara supported a population of 6,700 and was known as the prune capital of the world.

During World War II, industry began to locate in the City and develop for the first time an economy not subject to seasonal employment. It was the start of a tremendous in-migration of population and industry to Santa Clara. To deal with the accompanying problems of urban growth, a planning commission was established in 1949 and two years later the City changed to the city manager form of government. To ensure high quality construction and sound engineering, zoning, subdivision and building regulations were enacted. The Engineering and Utilities Departments were expanded and full time Planning and Building Departments were established.

2. Background of the City
A. History

5.

The full effect of the massive urbanization generated by the growth of the Bay region and local employment opportunities was felt in the decade of the 1950s. Led by industry, all other sectors of the economy expanded rapidly, initiating a growth cycle that has yet to culminate. Between 1950 and 1960 the population increased by 403%, to 58,900. In 1960 a General Plan was adopted to guide the City's continuing growth.

Available, prime industrial land, a well managed city and a supply of educated and highly skilled labor led to rapid industrial growth and development of more sophisticated electronics research and manufacturing establishments in the latter part of the 60s. In 1970 new industrial construction reached \$24 million, the highest of any city in the State for that year.

The vitality of the rest of Santa Clara has matched that of its economy. The City has recently built a new civic center, library and extensive central park. As part of Santa Clara's strong recreation program, the Swim Club has won numerous team and individual honors in both national and international competition. Culturally the community supports several museums and many special events.

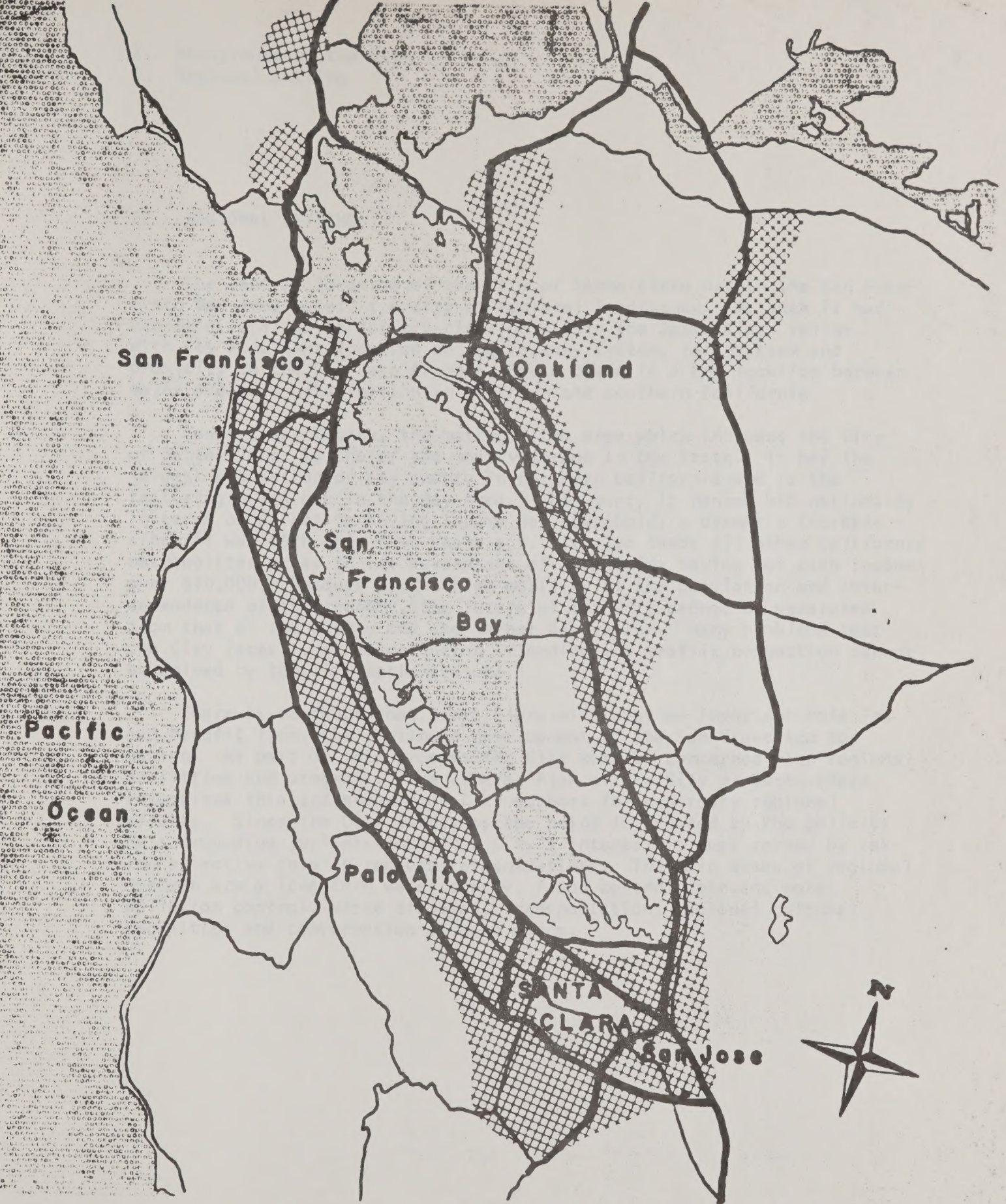
Although the phenomenal growth of the last twenty years has tapered off, the effects of it will continue to influence the City's development. Fortunately, most of Santa Clara's heritage is a favorable one, giving the City an excellent social, economic and cultural basis for the future.

2B GEOGRAPHICAL SETTING

The Santa Clara Valley is located at the southern end of San Francisco Bay. It is bounded by the Santa Cruz Mountains on the west and the Diablo Mountain range on the east. The valley between is characterized by flat, agriculturally rich and buildable expanses ideal for urbanization, as witnessed by its history. Streams in the valley are abundant and, while providing adequate drainage, in the past have been a source of flooding. In the northern area, where Santa Clara is located, the problem has been amplified by the proximity of the Bay and the low elevation of the land. However, flood control devices have been developed to contain the 100 year flood level. The northern area is also characterized by underlying alluvial sediments and bay mud. Because these soils are less stable under certain seismic stresses, development in this area must utilize structural standards to provide the necessary safety margins.

The climate of the area is excellent and described as Mediterranean. The temperatures are mild, averages range from a low of 46° to a high of 71° . Rain is concentrated in the winter months leaving an average of 293 days a year with sunshine with the maximum exceeding 90° only 16 days per year and temperatures below freezing 5 times per year. This temperate climate allows a variety of cultural and economic activities as well as creating an ideal living environment. The main climatic problem is the frequent presence of a temperature inversion over the valley that traps air pollution below.

The political boundaries of the City are San Jose on the north, east and south while Sunnyvale and Cupertino border on the west. Santa Clara's ultimate boundaries encompass about 19 square miles or approximately 12,000 acres of land.



REGIONAL LOCATION

2C REGIONAL SETTING

The central location of the City of Santa Clara within the San Francisco Bay area makes it a city of regional importance. As such it has become a focal point for urbanization within the Santa Clara Valley. With its excellent location on the freeway system, rail system and proximity to the San Jose Airport, Santa Clara is a key location between major areas of urbanization in northern and southern California.

Santa Clara County, the metropolitan area which includes the City of Santa Clara, is one of the most vigorous in the State. It has the largest population of any county in northern California and is the fastest growing one in the Bay Area. The County is ranked 6th nationally in terms of effective buying income per household; a dramatic increase since it was 25th only five years ago. It also leads all other California metropolitan areas in its percentage of households having net cash income over \$10,000. Because of the high mobility of the population and interdependence of the economy, the future of the City cannot be separated from that of the County and the larger Bay region. Many problems that the City faces, such as pollution, flooding and traffic congestion cannot be solved by the City actions alone.

There is no doubt that Santa Clara will play an important role in, and benefit from, the continued development of the San Francisco Bay region. As part of this process the City must be concerned with regional facilities and programs. The General Plan of the City of Santa Clara recognizes this and encourages City support for necessary regional efforts. Since the City cannot escape being influenced by the policies of surrounding jurisdictions, the City's interest is best served by taking an active role in regional organizations. The main areas of regional concern are a long term water supply, flood control, air and water pollution control, waste disposal, transportation, regional cultural facilities and conservation of open space.

3 ASSESSMENT OF PRESENT AND FUTURE CONDITIONS

A POPULATION

Within the last twenty years the population of the City of Santa Clara has increased approximately 650% from a population of 11,702 in 1950 to its 1971 estimated population of 91,200. Santa Clara now ranks as the third largest city in Santa Clara County after San Jose (445,779) and Sunnyvale (95,408).

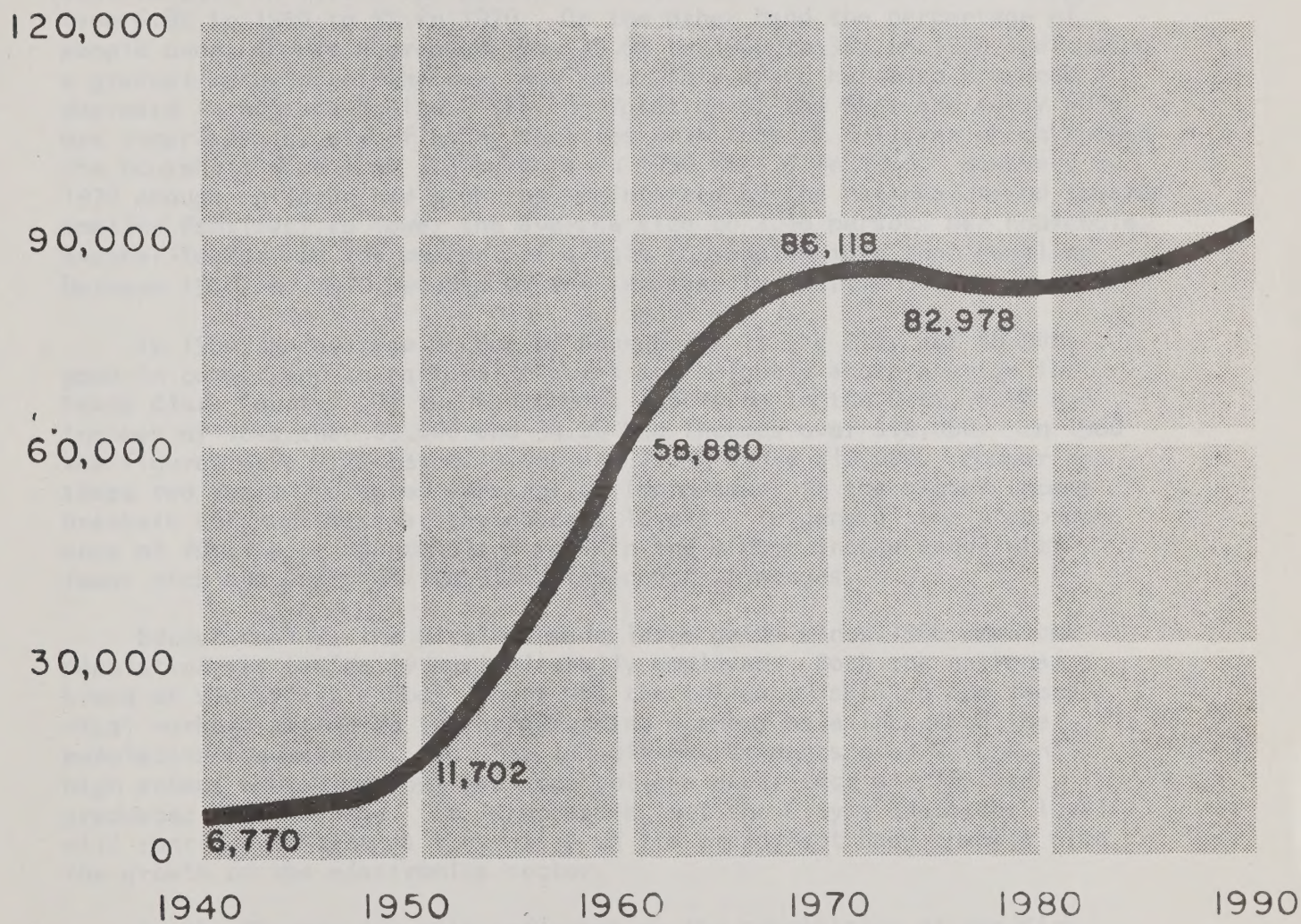
A large share of the City's growth occurred within the decade from 1950 to 1960 when the population increased by nearly 50,000, a growth of 400%, which accounts for almost three-fifths of the present population. Since 1960 growth has continued but at a declining rate - 40% between 1960 and 1966 but only 6% between 1966 and 1970.

As phenomenal as Santa Clara's growth has been, it was not an isolated or unique development. Rather it has been part of the overall growth of the San Francisco Bay area and San Jose metropolitan area in particular. Between 1950 and 1970 the population of Santa Clara County expanded from 300,000 to over 1,000,000. The City of Santa Clara's rapid growth has been paralleled by that of San Jose, Sunnyvale and Mountain View.

The resulting pattern is clear - the growth of the last twenty years has been an infilling process between the older urban centers of San Jose and Palo Alto. The space requirements of this growing population has caused the development of much of the open land between these cities including Santa Clara. The remaining undeveloped land has increased significantly in price and is often less suitable for residential use. These factors have caused the major thrust of population growth to shift to areas further from the employment centers and therefore lower in price. New growth in Santa Clara will occur at a much slower rate than in the past and will be a different type - medium density infilling rather than single family tract development which was the predominant housing construction prior to 1966.

Population projections for the year 1990 indicate that growth will average about one thousand new residents a year reaching 105,000 by 1990. Because of diminishing available land a majority of this new growth will be in the next decade. Beyond 1990 growth will slow even further as the City approaches complete development of all its residential land. The ultimate holding capacity is estimated at 120,000 -- a point at which sound residential construction would have to be removed to make room for addition residents.

CITY OF SANTA CLARA POPULATION GROWTH



Source: City of Santa Clara Planning Division

Although the present economic slump and California's reduced attractiveness for migrants has slowed the growth of the San Jose metropolitan area, it is still expected to reach a population of 2,000,000 by 1990 or soon after. The City will certainly feel the consequences of this growth around it.

The effects of rapid growth on the characteristics of the City's population have been very noticeable. At the same time there have been national trends towards a younger population and strong impacts from the post war baby boom. The median age in Santa Clara dropped from 28.2 in 1950 to 25.1 in 1970. The percent of residents over 65 also has dropped from 6.8% in 1950 to 5% in 1970. On the other hand the percentage of people under 18 has decreased from 39.6% in 1960 to 37% in 1970 indicating a gradual maturing of the new families. This trend has also produced a decrease in household size. The in-migration of the 50's and early 60's was comprised largely of young families with lots of children which pushed the household size from 3.3 persons in 1950 to 3.7 in 1960. However, by 1970 enough children had grown up (reinforced by the national trend towards smaller families) to lower the average size to 3.18 persons per household. Another factor was the percent of single households more than doubling between 1960 and 1970 because of the increase in apartments.

In 1966 the average income of households in the City was \$8,900; good in comparison to national figures and slightly above average in Santa Clara County. Of the households reporting in the City, 6.9% had incomes of less than \$3,000 and 34.2% had incomes over \$10,000. In 1960 the figures were 7.2% below \$3,000 and 21.9% above \$10,000. Comparing these two years indicates substantial improvement in the higher income brackets but much less at the poverty levels. In general the preponderance of families in Santa Clara fall in the middle income range with fewer rich and poor families than the county averages.

Educationally, the City has made large gains since 1950 when the population was basically agriculturally employed. Both the national trend of staying in school longer and the influx of skilled and technical workers attracted to the expanding economy have increased the population's education. In 1966 13% of the residents over 25 had no high school education, 34% had some college experience and 15% had graduated from college. It is probable that the City's education level will continue to rise as the nature of its employment base changes with the growth of the electronics sector.

In the future, the main influence on the composition of the City will be the stabilization of the population, the reduced role of in-migration and the continuing influence of national trends. No drastic changes are expected but in general the household size may diminish further, average age and education will probably rise slightly and income is expected to maintain its steady growth.

3B ECONOMY

The present economy of Santa Clara is built upon a manufacturing and commercial base. The most remarkable characteristic of the economy has been its recent rapid development. In contrast to the City's population growth, its industrial and commercial development lagged during the 1950's and early 60's. Since 1965, however, both the industrial and commercial development within the City have surpassed average levels of growth.

(1) Industry

The accompanying graph of annual industrial permit valuation illustrates the tremendous increase in plant construction and expansion. The average for 1968-70 was \$15 million a year compared to under \$2 million for the preceding three years. With the last five years one firm employing over 6,000 and three employing over 1,000 have developed in the City.

The industrial sector of Santa Clara's economy is dominated by the electronics industry both in number of firms and employment. A survey of industrial firms in the City taken in 1971 found over half of the City's industrial employment concentrated in the electronics field and indicated that major growth would continue in this industry. (The City's top four employers are all electronics firms and, together employ over 9,000 people.) The remainder of Santa Clara's employment is more evenly distributed including non-electrical machinery, food processing, fabricated metals, stone, glass and clay and distribution firms. Less than 15% of the City's employment was reported as directly dependent on government contracts.

Valuation of industrial property constitutes about 20% of the City total although in 1970 industrial construction accounted for half of that year's new valuation. Total value of annual construction has risen from a 1966 recession figure of \$15 million to \$49 million in 1970.

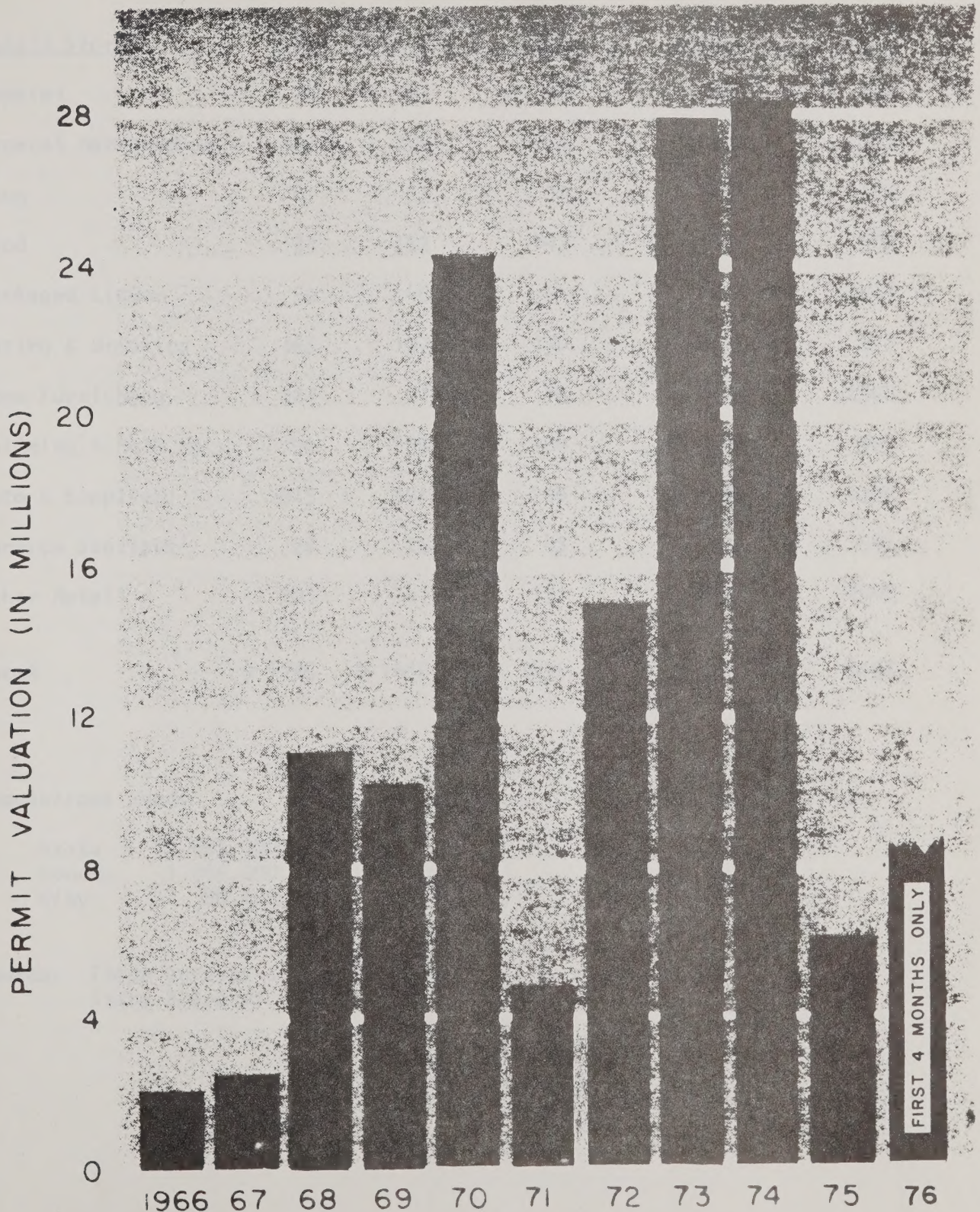
(2) Retail Trade

Taxable retail sales had the most growth of any city in the metropolitan area, 240% between 1960 and 1970 or nearly double the county average.

Due to this rapid growth in the last decade, retail trade is now in a strong position. Using per capita taxable retail sales as an indicator, in 1970 the City had 25% more sales than both the county and state averages. The City has substantially above average sales in home furnishing, automobile dealers and supplies and general merchandise. It is lowest in apparel and service stations. Assessed valuation of commercial property constitutes 13% of the City's total. The presence of several regional shopping centers near the City means that it is unlikely that retail trade will increase much beyond what can be supported by local population growth.

CITY OF SANTA CLARA

INDUSTRIAL PERMIT VALUATION



SOURCE - BUILDING PERMITS

CITY OF SANTA CLARA PER CAPITA RETAIL SALES, 1970

<u>Retail Stores</u>	<u>Per Capita Retail Sales</u>			<u>City Compared to</u>	
	<u>City</u>	<u>County</u>	<u>State</u>	<u>County</u>	<u>State</u>
Apparel	\$ 70	\$ 103	\$ 99	68%	70%
General Merchandise	363	295	264	123%	138%
Drug	61	37	52	167%	118%
Food	133	152	147	87%	90%
Packaged Liquor	52	46	51	113%	101%
Eating & Drinking	165	147	170	112%	97%
Home Furnishing	221	91	76	243%	290%
Building & Farm Mat.	93	99	104	94%	90%
Auto & Supplies	415	301	298	138%	139%
Service Stations'	23	25	43	91%	54%
Other Retail	201	141	131	143%	154%
Total	\$ 1796	\$ 1436	\$ 1435	125%	125%

Populations used:

State	20,003,000
County	1,065,000
City	88,000

Source: Trade Outlets & Taxable Sales,
State Board of Equalization

(3) Employment

The table of Planning Area Employment shows the effects of the national and local trend away from dependence on manufacturing towards a growing services sector (educational, health, legal, personal). Between 1960 and 1965 manufacturing employment dropped from 45% to 35% of the total while service employment increased from 14% to 21%. Because of industrial development in the City since 1965, however, the 1971 manufacturing percentage had risen to over 40% again. The new industrial growth also represents a change in type. The older firms were heavy industry or agriculture oriented; Monsanto, Fiberglas, PM Mill, and Duffy-Mott; while the new ones are research and development types; Memorex, Hewlett-Packard, American Micro-Systems. This transition has had effects on the type of employees and therefore the type of population in the City. The new plants hire more technical and clerical workers and fewer unskilled laborers. The influx of better educated and skilled workers has created a valuable labor supply which is now one of the City's (and region's) main attractions for industry.

In 1965 jobs and workers in the City were in close balance, 27,581 workers and 25,200 jobs (excluding agricultural contract and construction which add at least another 1500 jobs). By 1971 continued employment growth had created an excess of local jobs over local workers. For instance, the top four manufacturing employers alone had more employees in 1971 than the entire manufacturing sector of the City in 1965.

Unfortunately this does not imply that most residents work in the City. The County Transportation Study of 1965 found heavy commuting patterns in the Santa Clara planning area. There were 50,510 work trips into the area from other zones and 32,120 work trips from this area to other zones. Only 5,700 work trips began and ended in this planning area, meaning very few people live and work in the City. Also job requirements and resident qualifications do not always match. In Santa Clara there is a lack of jobs for unskilled residents and a resident shortage of upper management and professionals. Only six of the 20 members of the 1972 Board of Directors of the Chamber of Commerce reside within the City limits. The decline of agricultural and laborer jobs and the lack of prestigious housing are partial explanations for the respective mismatches.

Santa Clara's economic base has continued to improve during the last few years despite the recent recessions. Although the heavy dominance of the electronics industry at both the city and county levels produces some instability, the diversity within the field and decreasing reliance on direct governmental contracts tends to flatten the employment fluctuations. The continuing growth in electronics manufacture is a self-perpetuating process. The labor supply developed by the early Stanford firms and Lockheed has provided the impetus and attraction for new and expanding firms requiring these skills to locate in this area. The existing labor supply has joined central location and transportation access as Santa Clara's prime attractions for industry.

SANTA CLARA PLANNING AREA EMPLOYMENT, 1960 AND 1965

	1960		1965	
	Number (000's)	Percent	Number (000's)	Percent
Manufacturing	9.2	45	8.7	35
Retail Trade	4.1	20	5.4	21
Wholesale Trade	0.7	3	1.2	5
Services	2.9	14	5.4	21
Finances	0.6	3	0.8	3
Transportation & Communication	1.0	5	1.0	4
Government	2.1	10	2.4	10
Total	20.6	100	25.2	100

EMPLOYMENT PER 100 POPULATION

	1960		1965	
	City	County	City	County
Manufacturing	14.0	10.7	10.6	10.1
Retail Trade	6.2	5.2	6.6	5.2
Wholesale Trade	1.1	1.0	1.5	1.2
Services	4.4.	6.6	6.6	8.0
Finances	0.9	1.2	1.0	1.4
Transportation & Communication	1.5	1.5	1.2	1.4
Government	3.2	4.1	2.9	4.9
Total ¹	31.3	30.3	30.4	32.2

Note 1. Does not include employment in agriculture, forestry, fisheries, mining and contract construction.

Source: INFO #312 and #374

CITY OF SANTA CLARA EMPLOYMENT, 1971

	<u>Number (000's)</u>	<u>Percent</u>	<u>Employment per 100 population</u>
Manufacturing	17.4	46%	19
Construction	2.0	5%	2
Trade (Wholesale and Retail)	6.4	17%	7
Services	7.0	18%	8
Finances	1.0	3%	1
Transportation and Communication	1.0	3%	1
Government	<u>3.0</u>	<u>8%</u>	<u>3</u>
TOTAL	37.8	100%	41.5

Source: City of Santa Clara
Planning Division

3C ANALYSIS

From the preceding sections, an overall analysis can be made of Santa Clara's present situation. The growth pattern is indication that the City has entered a new stage of development characterized by slower population growth, a changing type of housing, industrial and service expansion and the beginnings of new construction in the older areas.

Because of rising housing costs and decreasing available land, residential construction in the City will be in higher density townhouses and apartments. This trend, combined with the national tendency towards smaller families will continue the decline in average household size and the increase in young single residents. Since few new single family houses will be built it is essential that the existing ones be maintained to preserve the moderate density environment, dwelling units for large families and a stable population.

The recent industrial growth in Santa Clara is not unexpected. The City has some of the best industrial sites in the metropolitan area. The land itself is flat and dry; access to freeways, railroads and an airport is excellent; the location is central in the Bay area and there is a large supply of skilled labor. The land north of the Bayshore Freeway is the last large undeveloped area in the City. The combination of market forces and the advantages of jobs and tax base development have resulted in a long standing Council decision to reserve this land for future industrial use despite strong pressure for immediate residential development.

The Old Quad area presents both problems and opportunities. The problems include deteriorating single family houses, a lagging redevelopment project and commercial establishments that are not achieving their full potential. The opportunities, represented by the Old Quad Development Plan, are for new housing for certain segments of the local population, the chance to develop a strong office center and the creation of a new residential area of higher density living, more meaningful open space and a pedestrian orientation.

Increasing prosperity and a general recognition of the value and effect of the environment have created a mandate for amenity and aesthetic quality in the City. Through its zoning ordinance and architectural control, the City has emphasized its commitment to more attractive development and strengthening the Mission identity. Promoting development carries the responsibility of minimizing the accompanying environmental effects.

The growth of Santa Clara County has resulted in the interlocking of local jurisdictions, both physically and operationally. There are numerous problems that this City, working alone, cannot overcome; disposal of toxic industrial wastes, expansion needs of the San Jose Airport, increased transportation without pollution, future water supply etc. Organizations that enable Santa Clara and the surrounding cities to work cooperatively must be supported in a manner that will best serve the interests of the citizens of Santa Clara.

4A GOALS AND OBJECTIVES OF THE PLAN

DEVELOPMENT

Put increased emphasis on improving the social, economic and physical environment of Santa Clara as opposed to simply seeking more intensive land use throughout the City.

POPULATION

Maintain moderate residential densities in City by preserving established single family areas and controlling the expansion of higher density areas.

ECONOMY

Continue to encourage the development of a sound economic base to support necessary public services within a reasonable tax rate. Encourage a stable employment demand corresponding to the City's labor characteristics. Work towards a combination of population and production which will permit a high standard of living and a wide sharing of life's amenities.

LAND USE

Promote the best use of land through protection of desirable existing uses, orderly development and consideration of the City's future needs.

HOUSING

Encourage the provision of decent housing for all residents regardless of age, income race or ethnic background. Maintain the quality and livability of residential areas.

FORM

Conserve and improve the environmental quality of the City. Encourage within economic capabilities, needed facilities that contribute the City's beauty, convenience, amenity and cultural enrichment.

FUNCTION

Establish the position and relationship of the City within the metropolitan area by taking account and advantage of the resources of the larger social and economic region. Cooperate with surrounding jurisdictions in seeking solutions to regional problems.

4B IMPLEMENTATION POLICIES

POPULATION

1. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.
2. Encourage the private development of the Old Quad to higher density residential use.
3. Encourage a balance and diversity of housing types to more closely reflect the desires of those who work in the City.

ECONOMY

1. Continue Santa Clara's present policy of encouraging and assisting industrial development. Maintain consistent standards of zoning, design and municipal services to ensure the attractiveness of industrial investment within the City.
2. Concentrate new local-oriented commercial development in existing and committed commercial areas to enhance their economic vitality and prevent the intrusion of commercial activity into residential areas.
3. Reserve land in the northwest area of Santa Clara for future industrial and regional commercial development. Plan for a diversity of uses to provide a wide range of job opportunities.

LAND USE

1. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.
2. Disperse throughout the Old Quad new residential uses that include a mixture of housing types. Locate higher density residential development within existing residential areas only when meeting criteria determining their compatibility with the surrounding area.
3. Create a multi-purpose activity corridor containing a high intensity concentration of mixed land used along an east-west axis with the University Redevelopment Project at its center.

4. Concentrate new commercial development in existing and committed commercial areas and prevent the intrusion of commercial activity into residential areas.
5. Promote visual improvements in the commercial uses along El Camino Real and Stevens Creek Boulevard to increase their attractiveness to shoppers and their sales activity.
6. Reserve land in the northwest area of Santa Clara for future industrial development.
7. Develop compatibility among industrial uses through more specific zoning regulations.
8. Increase the effective use of recreational and aesthetic open space in and around the City.

HOUSING

1. Encourage the provision of adequate housing for all residents regardless of age, income, race religion or ethnic background.
2. Maintain the quality and livability of residential areas.
3. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.
4. Disperse throughout the Old Quad new residential uses that include a variety and mixture of housing types. Permit higher density residential development only when compatible with the surrounding area.
5. Concentrate through traffic on major streets and minimize vehicular activity on residential streets to protect their safety and quality.

FORM

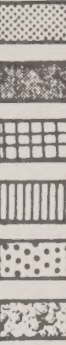
1. Conserve and improve the environmental quality of the City.
2. Increase the effective use of recreational and aesthetic open space in and around the City.
3. Maintain the quality and livability of residential areas.
4. Develop recreation opportunities for residents.
5. Promote visual improvements in the commercial uses along El Camino Real and Stevens Creek Boulevard to increase their attractiveness to shoppers and their sales activity.

FUNCTION

1. Maintain a reasonable tax rate through improving the efficiency and operations of City Government.
2. Support the development of a public transportation system that provides an attractive alternative in terms of convenience, speed and comfort to the use of a private automobile.
3. Cooperate in regional efforts to find an acceptable solution to the expansion needs and environmental impact of aviation service in the Bay Area. Santa Clara encourages continued utilization of the existing San Jose Airport.

LAND USE

- LOW DENSITY RESIDENTIAL
- APARTMENT RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PUBLIC FACILITIES
- OPEN SPACE



CITY OF SANTA CLARA, LAND USE ACREAGES

Land Use	General Plan Map	1971 Zoning Status of Acreage	
Residential	4720		
Single Family	3200	Single Family	3075
		" "	25
		Agriculture	60
		Unannexed	40
Townhouse	300	Planned Development	230
		Unannexed	70
Garden Apartments	1010	Duplex	128
		Multiple (18D)	88
		Multiple (25D)	625
		Single Family	169
Medium Density	150	Multiple (36D)	75
		Single Family	75
High Density	60	Multiple (36D)	25
		Single Family	25
		Commercial	10
Commercial	820		
Community	210	Community	210
Thoroughfare	330	Thoroughfare	330
Neighborhood	120	Neighborhood	114
		Thoroughfare	6
Office	160	Office	76
		PD (Office)	15
		Industrial	50
		Commercial	10
		Single Family	10

CITY OF SANTA CLARA, LAND USE ACREAGES (Continued)

Land Use	General Plan Map	1971 Zoning Status of Acreage	
Industrial	3590		
Industrial Park	920	Industrial Park	148
		Light Industrial	560
		Agriculture	169
		Unannexed	43
Light	1360	Light Industrial	990
		Agriculture	224
		Unannexed	156
Heavy	1310	Heavy Industrial	710
		Light Industrial	250
		Agriculture	107
		Unannexed	243
Public	2340		
Institutional	1090	Institutional	1090
Educational	795	Educational	580
		Unannexed	170
		Commercial	15
		Multiple (36D)	10
Parks & Recreation	460	Parks & Recreation	292
		Unannexed	150
		Single Family	18
TOTAL	11,470		11,470

5A. ELEMENTS OF THE PLAN

LAND USE

Because the ultimate boundaries of Santa Clara have been determined and much of the City is developed, land uses within the City have become well established and future patterns can be anticipated. Over three quarters of Santa Clara's jurisdiction and 90% of the residential land has already been developed. The future possibilities for influencing the development are limited in this situation and each one must be used to the best advantage.

The City has the authority and the techniques to ensure that future development be in the best interests of the citizens of Santa Clara. The Land Use Element and map represent current plans for growth through 1990 that can maximize realization of the General Plan goals.

(1) RESIDENTIAL

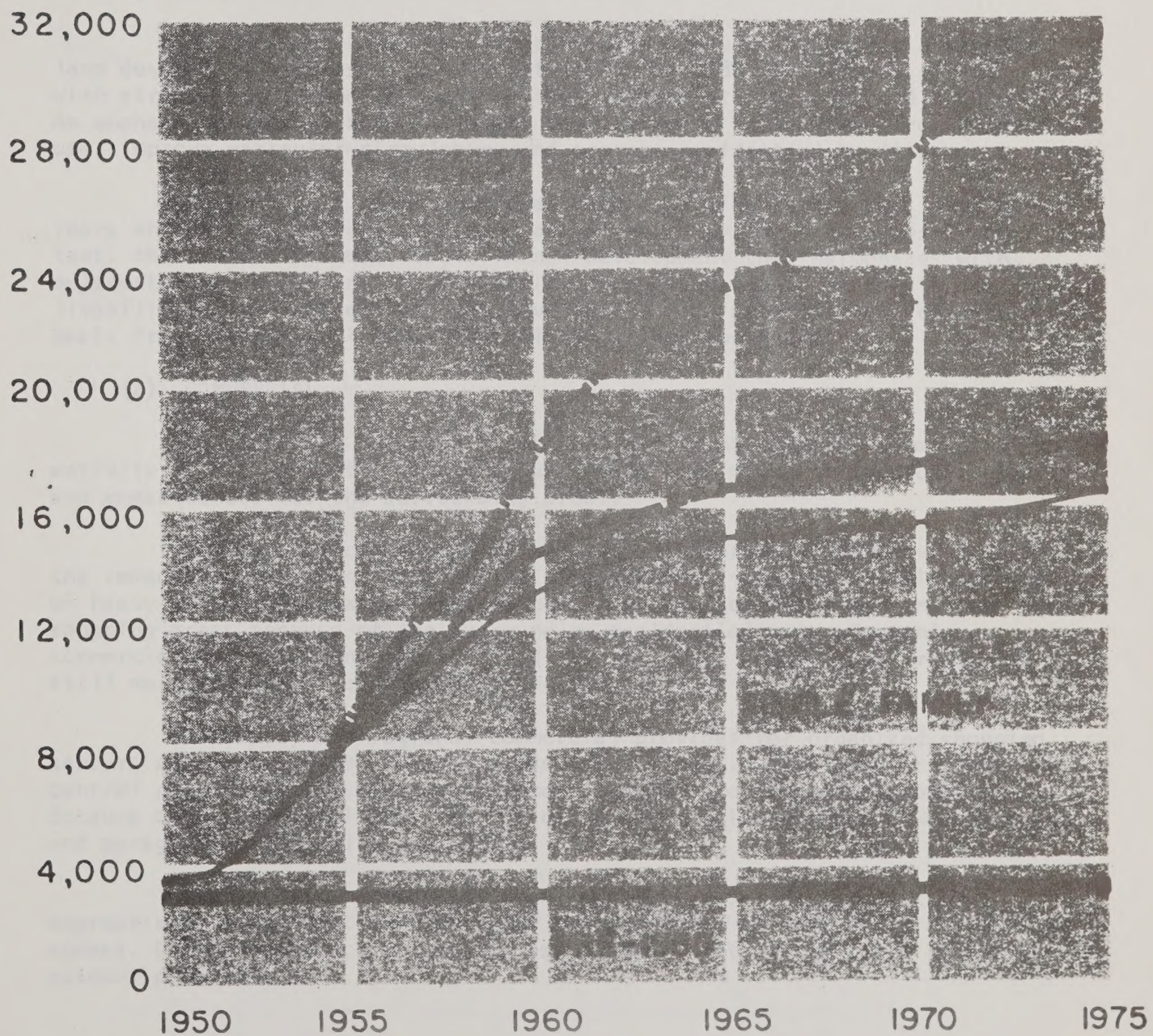
In 1970 Santa Clara had 27,851 dwelling units occupying one third of the City's land area. Most of this housing is located south of the Southern Pacific Railroad. Single family units comprise 60% of the present housing and take up 80% of the residential land.

The composition of the new units constructed each year has changed considerably since the 1950's. Prior to 1959 single family houses consistently made up 60% or more of the new additions. Since 1966 the situation has reversed; multi-family units now comprise the majority of new housing built. In 1969 and 1970 they reached 90% of the new housing constructed.

Unless there are major changes in the present market situation, very few new single family dwellings will be built in Santa Clara. The increases in housing needed by the growing population will occur largely in higher density units, primarily to achieve lower unit costs and maximize use of available land. For this reason it will become increasingly important to preserve the quality of the existing single family units and maintain a satisfactory range of housing types.

The only substantial area of open land (approximately 400 acres) left for residential development is north of the Bayshore Freeway around Agnew Village. At present there are 1200 townhouse units proposed in this area. Following the character of these projects it is anticipated that further new development will occur at densities of 8-10 units per acre. This could result in an additional 2500 dwelling units.

CITY OF SANTA CLARA CUMULATIVE HOUSING STARTS



The other area of anticipated change in residential land use is the Old Quad. The Old Quad is the site of pre-1950 Santa Clara and has a high proportion of the oldest structures in the City. A 1968 survey found 40% of the residences to be in less than standard condition. The major obstacle to replacement by new construction is the inadequate size of existing parcels. As open land is built up in and around the City, it will become increasingly feasible for developers to assemble adjacent lots and construct new, higher density residential units.

At the same time the City can act to reduce the excess amount of land devoted to streets. The present layout has 28% of the area covered with streets and allows through traffic to permeate the entire Old Quad. An emphasis on fewer, better streets can remove up to 50 acres from street use, improve vehicular circulation and protect residential quality.

Naturally, a major land use transition like this occurs over many years and must be closely monitored and directed by the City. Most important, the conversion must result in new development that harmonizes with adjacent development and makes a positive contribution to Santa Clara's livability. The adopted Old Quad Development Plan provides an excellent basis from which the City can control the transition process.

(2) COMMERCIAL

The Land Use Map identifies four different types of commercial activity within the City. The various levels have distinct characteristics and consequences for the surrounding areas.

Convenience commercial is a limited commercial area serving only the immediately adjacent residential neighborhood. Businesses which depend on heavy automobile usage or create noise are excluded from convenience shopping areas because of the surrounding residential use. Convenience commercial activity can also be found within larger shopping districts but still maintain their neighborhood function.

Community and regional commercial provides for organized shopping centers offering a wide range of goods and services. These centers have large, central parking areas enabling customers to walk from store to store. Because one stop shopping is the objective, auto oriented uses like drive-ins and garages are generally excluded.

Thoroughfare commercial areas are designed for uses which are appropriate to major street locations and dependent on individual automobile access. Common uses include auto sales, garages, motels and those requiring outdoor displays.

CONVENIENCE SHOPPING

CENTER

RESIDENTIAL AREA



The multi-purpose district is intended to provide for a concentration of commercial and office uses in the central business area. This level is the least restrictive and encourages the location of a wide variety of specialized uses that draw from a large market area.

Commercial facilities now use approximately 650 acres of land, primarily along El Camino Real and Stevens Creek Boulevard in the form of strip commercial interspersed with shopping centers. In 1968 there were 1,700,000 square feet of retail floor area in the City, one million of which was located along the El Camino Real. The most recent study (1971) found that Santa Clara now has 1,392,311 square feet of retail floor area in shopping centers alone. The largest single center is Stevens Creek Plaza 370,000 square feet.

Santa Clara has over 25 convenience shopping centers, one of which is within one-half mile of nearly all residences. These centers are focused on a small grocery store that is usually open during the evening. Other typical facilities include laundrettes, barber shops and restaurants.

The retail needs of the City and surrounding area are will met by existing development. Future retail expansion will be closely related to the growth of the population and its income in the service area. Since this growth will be limited by the lack of vacant land, retail acreage should be held near present levels in order to maintain commercial vitality. The attractiveness of the major commercial streets can be enhanced through reducing visual clutter and maintaining high design standards.

(3) OFFICE

Office space will be an important and expanding land use in the future. Office floor area in 1969 was 240,000 square feet, 40% of which was governmental. The 1969 market analysis predicted that the City would absorb an average of 20,000 square feet annually up to 1990. In the last two years, however, office growth has shown this figure may be significantly underestimated. A development of luxury offices on Lawrence Expressway plans to add over 150,000 square feet and the initial building in the downtown redevelopment area will add another 85,000 square feet. Future projects in the renewal site can make it a major office location drawing a greater share of the regional activity than the City's population alone would warrant. Attainment of this objective is dependent on high quality of the local environment as well as the advantage of central location.

(4) INDUSTRIAL

The Land Use Map distinguishes among three types of industrial land use. They differ basically as to the nature of industrial processes and the resulting external effects such as appearance, outdoor activity and noise.

Planned industrial areas provide an environment exclusively for and conducive to development and protection of modern, large scale administrative facilities, research institutions and specialized manufacturing organizations. They create an attractive working environment with park-like grounds, well designed buildings, ample parking and other amenities appropriate to an employee oriented activity.

The light industrial areas are for a wide range of industries that operate substantially within an enclosed building. Street frontage is landscaped and ancillary storage and outside activity screened from view.

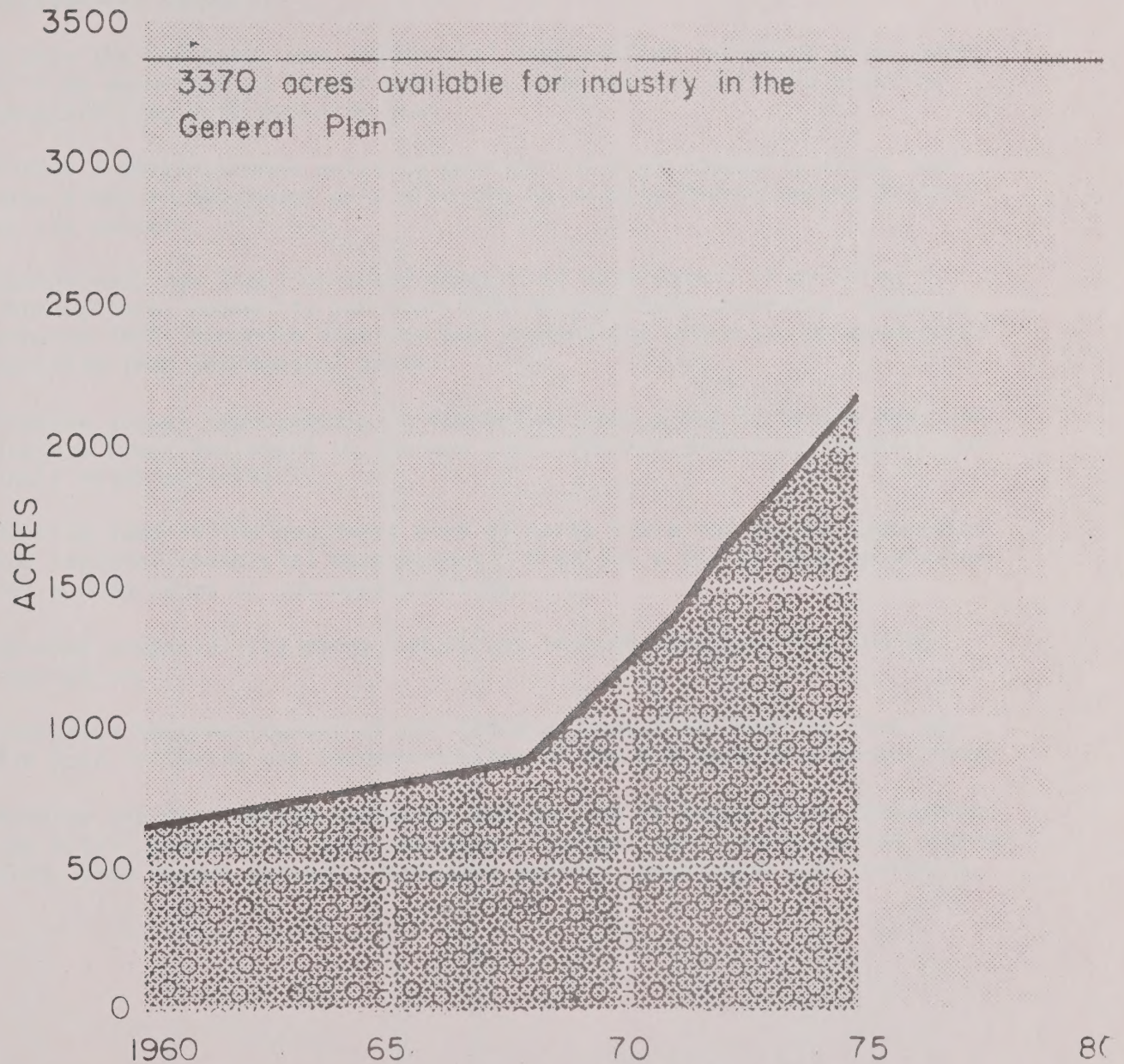
Heavy industrial areas allow any manufacturing or industrial operation that can meet minimum standards to insure the purity of the air and waters of the Bay Area and protection of nearby uses. Uses with special characterization such as wrecking yards, chemical processing plants, slaughter houses and distilleries must receive a use permit before locating in these areas.

Approximately 3600 acres or 31% of the City's area is committed to industrial use. The majority of this industrial land is located north of the Southern Pacific Railroad which provides a buffer for the residential uses to the south. Excellent access is provided by the Bayshore Freeway, the railroad and the San Jose Airport. Internal circulation is also adequate with the newly constructed Central and San Tomas Expressways which run through the middle of the industrial zone. At a larger scale the City occupies a central location in the Bay Area. Truck, rail and air access make Santa Clara an ideal base for distribution and wholesaling operations.

Naturally the rapid industrial growth in the City has been reflected in the land absorption of new firms. The 1968 zoning map included 1990 acres for industrial use. The present map has 2600 acres industrially zoned meaning that 600 new acres have been added in the last two years. Between 1964 and 1971 the total developed industrial acreage increased by 613 acres for an average annual increase of 87 acres. If this absorption rate continued, all land planned for industrial in the General Plan will be developed in less than 25 years. This projection emphasizes the need for the City to maintain an adequate reserve of prime industrial land for future growth. At present the City has a favorable employee/resident ratio and a sound financial balance of tax producing and tax consuming land uses. This situation cannot be continued unless the bulk of the undeveloped land left in Santa Clara is devoted to industrial growth.

As industrial use expands within the City, it will become increasingly important to minimize its environmental effects on both surrounding land uses and other industries. The separation of industry from other uses is fundamental and substantially accomplished already. Other affects such as noise, smoke, smell and vibration; however, are not specifically regulated by Santa Clara.

CITY OF SANTA CLARA GROWTH OF INDUSTRIAL LAND USE



LAND USE POLICIES

1. Preserve single family areas where the General Plan indicates their continued use through encouragement of upkeep and investment to maintain residential values.
2. Within the Old Quad, new residential construction replacing older homes will be permitted at higher densities when meeting criteria ensuring compatibility with existing uses.
3. Create a multi-purpose activity corridor of high intensity mixed land uses along an east-west axis with the University Redevelopment Project at its center.
4. Concentrate new local-oriented commercial development in existing thoroughfare, community and committed neighborhood commercial areas to enhance their economic vitality and prevent the intrusion of commercial activity into residential areas.
5. Promote visual improvements in commercial uses along El Camino Real and Stevens Creek Boulevard to increase their attractiveness to shoppers and their sales activity.
6. Reserve land in the northwest area of Santa Clara for future industrial and regional commercial development. Plan for a mix of uses to provide for a wide range of job opportunities.
7. Develop compatibility among industries through more specific zoning regulations.
8. Encourage the phasing out of all industry except wholesaling from the Old Quad following the recommendations of the Old Quad Development Plan.
9. Enhance the distinctive character and quality of Santa Clara throughout the City. Elements of this character include lush, semi-tropical vegetation, tree shaded streets, landscape medians, courtyards and fountains.

CIRCULATION

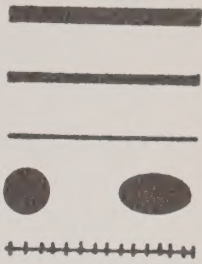
LIMITED ACCESS

THOROUGHFARE

COLLECTOR

INTERCHANGE

RAILROAD



5B CIRCULATION

The movement of people and goods is vital activity in American society for both economic and social processes. This is particularly true in recently developed metropolitan areas, like Santa Clara County, where residential densities are low and employment centers are scattered. The commuting flow in this area is very heavy and, in contrast to older regions, is not characterized by a dominant in and out pattern. Instead there is a diversity of movements in many directions throughout the County.

The City of Santa Clara, being in the center of the region, is served by all forms of transportation; roads, rail and air. The road system forms the basis of the City's circulation network and makes commuting from almost any part of the Valley possible in less than 30 minutes. By 1990 over 1,500,000 people will be living within commuting distance of Santa Clara. There are four levels of streets; limited access, thoroughfare, collector and residential.

Limited access routes are the state freeway system and the county expressways. They carry the major inter and intra regional traffic movements including the brunt of the morning and evening commuting. This network in Santa Clara is well developed. There are three freeways; the Nimitz connecting Oakland and Santa Cruz, the Bayshore connecting San Francisco and Los Angeles, and the Junipero Serra running from San Jose to San Francisco. There are two north-south expressways - San Tomas and Lawrence; and an east-west one, Central. Future expansions will be Freeway 237 across the north border of the City and the Montague Expressway extending San Tomas to the northeast.

The thoroughfares are major City streets which carry traffic from one section of town to another and are generally four lanes wide with 45 miles per hour speed limits. Collector streets move cars from residential areas to thoroughfares and together with the previously mentioned high volume arterials form a 1/2 mile grid for the City.

Residential streets serve only those properties fronting directly on them. They are two lane roads with speed limited to 25 miles per hour. Because of the proximity of homes, the danger to children and the noise, it is important to keep through traffic off residential streets. Appropriate measures that will keep the traffic moving on major City streets are necessary.

The Southern Pacific Railroads main lines to San Francisco and Oakland pass through Santa Clara. They join in a major west coast marshalling yard adjacent to the City's border with San Jose. Much of the City's industrial area is served by rail sidings from these lines. The San Francisco line also provides commute service from a station in Santa Clara.

The San Jose Municipal Airport is adjacent to the City and offers an extensive schedule of flights to western cities. Paralleling the growth of the area, the airport has been expanding rapidly to accommodate the increasing volume of passengers and freight. This growth has not been without costs, however, since northern Santa Clara now experiences a noise problem from the flights. The City would certainly like the noise to be curtailed but not at the expense of airport activity. The importance of an adequate airport to the area's economy cannot be denied. The problem of meeting the demand for air transportation and maintaining environmental quality is being studied on both the Bay region and Santa Clara County levels. The City should participate in these studies and the resulting decisions since it will be affected by both sides of the issue.

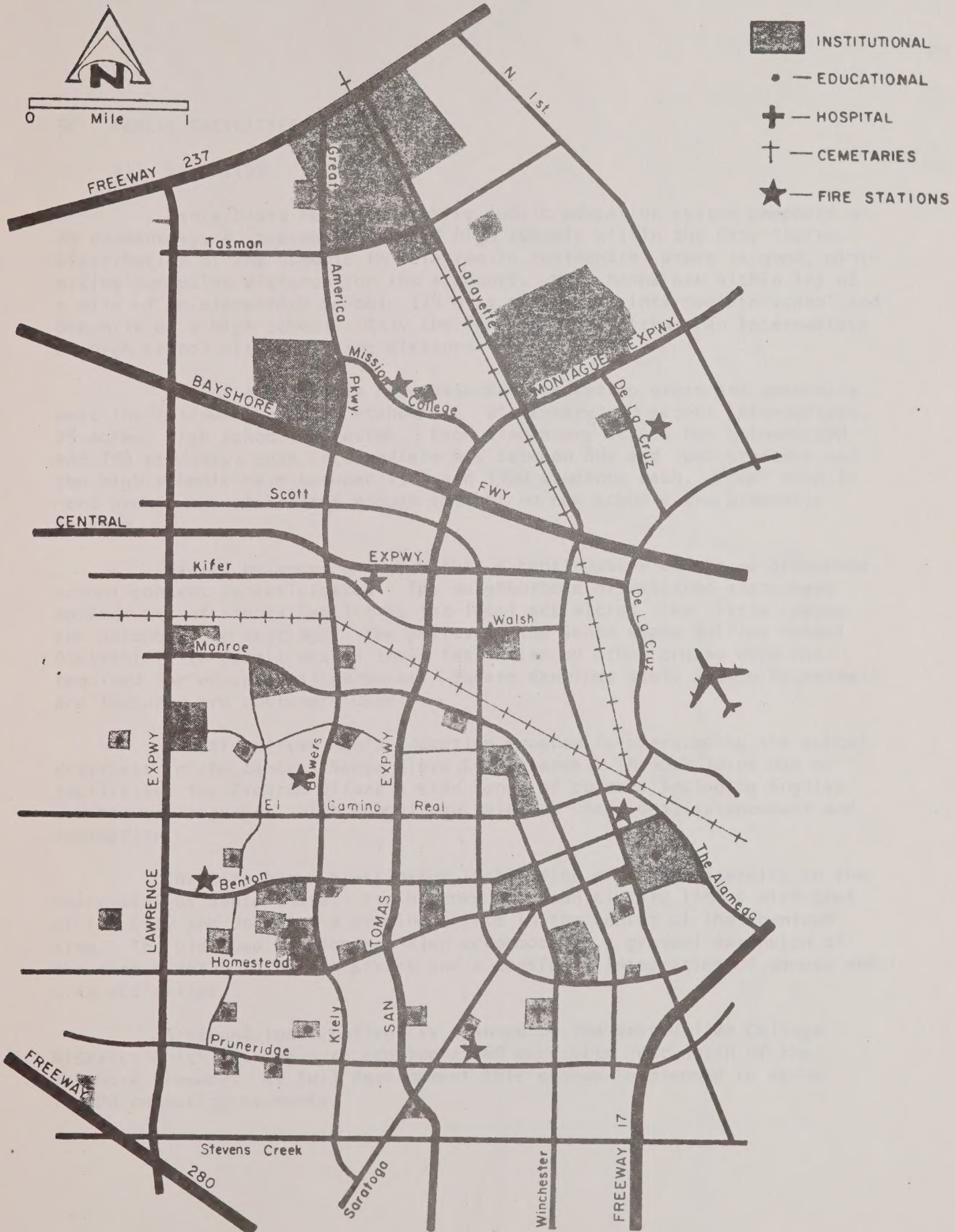
The quality of the public transportation in the City has been declining over recent years. Rail and bus service has become sporadic and service areas curtailed. Hopefully, with increased interest, the inauguration of the Bay Area Rapid Transit and availability of federal mass transit funds, this trend can be reversed. Public transportation must achieve acceptance as an alternative to continued freeway construction. Certainly the City of Santa Clara cannot absorb many more lanes of highways without considerable cost and disruption of existing residential and industrial development. Nor will the chronic smog problem of the Santa Clara Valley be alleviated without more efficient emission control and a reduced automobile growth rate.

At this point it appears that the most effective form of mass transit for this area in terms of cost and service will be an intra-county bus system using regular roads and special bus lanes. The dispersed commuting patterns pattern of this metropolitan area does not lend itself to a fixed right-of-way system. At some later date, perhaps in the 1980's an extension of BART may be built from San Francisco to San Jose. The most likely route would be along the present Southern Pacific right-of-way. An important station on this system would be near the present railroad station in the downtown.

CIRCULATION POLICIES

1. Concentrate through traffic on major streets. Protect the safety and quality of residential streets. Measures to accomplish this include:
 - a. Highest possible posted speeds within acceptable safety limits on all major streets and in all cases higher speeds than on local access roads.
 - b. Signalization, continuous medians and other features designed to facilitate traffic flow on the major arterials.
 - c. Reasonable control of driveways, sight distances, parking and other elements that affect the rate of vehicular movement on major streets.
2. Cooperate in regional efforts to find an acceptable solution to the expansion needs and environmental impact of aviation service in the Bay Area. Santa Clara encourages continued utilization of the existing San Jose Airport.
3. Support the development of a public transportation system that provides an attractive alternative in terms of convenience, speed and comfort to the use of a private automobile. Such a system will have to meet the following criteria:
 - a. The intercity network should stress comfort and speed. As a minimum the system should have separate travel corridors on major commuting lines, the objective being shorter travel times than possible in an automobile.
 - b. The local or feeder network must emphasize convenience through comprehensive coverage of both area and time. Optimum standards should be service every 15-20 minutes during most of the day and a stop within a half mile of most residences and destinations.

PUBLIC FACILITIES



5C PUBLIC FACILITIES

(1) EDUCATION

Santa Clara has an extensive public education system composed of 24 elementary, 4 intermediate and 3 high schools within the City limits. Distribution of the schools in relation to residential areas is good, minimizing commuting distance for the students. Most homes are within 1/3 of a mile of an elementary school, 3/4 of a mile of an intermediate school and one mile of a high school. Only the Agnew area is without an intermediate or high school within walking distance.

All of the schools have adjacent recreation areas and generally meet the following acreage standards: elementary, 10 acres; intermediate, 25 acres; high school, 40 acres. Each elementary school has between 500 and 750 students, each intermediate has between 800 and 1000 students and the high schools have between 1500 and 1900 students each. Total enrollment growth has stabilized enough so that no new schools are presently planned.

Racial balances are such that a continuation of the neighborhood school concept is anticipated. The neighborhood orientation encourages optimum use of school facilities for local activities like Little League and neighborhood meetings. The policy of the Santa Clara Unified School District is to permit use of their facilities by other groups when not required for educational purposes. Square dancing, adult league basketball and lectures are customary uses.

A Metropolitan Adult Education Program is operated by the school districts in the central Santa Clara County area. Through joint use of facilities, the Program offers a wide range of courses including English and second languages, high school equivalency, vocational advancement and recreation.

The City has a prestigious institution of higher learning in the University of Santa Clara. Its history has been closely linked with that of the City and occupies a prominent site in the center of the downtown area. The Old Quad Development Plan accommodates a gradual expansion of the campus north to Benton Street and a continued integration of campus and City activities.

A second local college is planned by the West Valley College District which has begun to acquire a 160 acre site just north of the Bayshore Freeway. At full development this campus is planned to serve 10,000 commuting students.



(2) ADMINISTRATION

The administrative facilities of the City are centralized in a new mission style civic center that includes a city hall, municipal court and police administration building. The court's judicial case load has recently outgrown its building and will be relocated, possibly in a new court building. The city hall was completed in 1965 with sufficient space to house the administrative function of the City through 1990. Space for future expansion is now rented to the County Social Services Department.

The Fire Department operates seven fire stations in the City and can respond in less than five minutes to any fire or emergency within the City. The excellence of fire protection in Santa Clara has enabled the City to obtain a Class III insurance rating. An eighth station site has been acquired in the northwest area of the City and will be constructed as the surrounding area develops.

(3) CULTURAL

Serving both education and recreation needs, the new Central Library has a 200,000 volume capacity and a computerized circulation system. The building is designed as a modern interpretation of Spanish mission architecture. The Mission Branch Library continues to serve the Old Quad area.

The need for a multi-purpose cultural facility in Santa Clara has been evident for some time. Following the demolition of the University of Santa Clara's building, the "Ship", the City has not had an adequate auditorium/theatre. Major consultant studies in 1964 and 1966 resulted in a recommendation for a regional sports arena and auditorium with a seating capacity of 7-10,000. This proposal was overwhelmingly defeated in a public referendum during 1966, primarily due to its location.

The need for local space appropriate for cultural events, however, still exists. Existing University and school auditoriums are too small and lack the necessary acoustical and comfort qualities.

(4) PUBLIC UTILITIES

The City of Santa Clara is in the unusual position of owning most of the utilities that serve the City. This has distinct advantages for residents and users both in terms of lower costs and the ability to tailor service to user needs. The City has recently completed maintenance and storage facilities on Walsh Avenue that will meet the needs of all the utility departments through 1990.

The local water supply comes largely from underground sources tapped by wells. The ground water level is maintained through percolation from county reservoirs and retention ponds. Future water supply growth will be met through water purchases from the County Flood Control and Water District, utilizing water from the recently completed South Bay Aqueduct which is a part of the State Water System. Water is maintained at pressures ranging from 40 to 95 pounds per square inch. Existing storage capacity is sufficient to meet any emergency demand.

The Electric Department operates a network of substations and distribution lines to supply local needs. Electricity is purchased from federal power sources at substantially lower costs than otherwise possible. The City has taken a leading position in the provision of public power and is studying alternate methods of economically producing electricity.

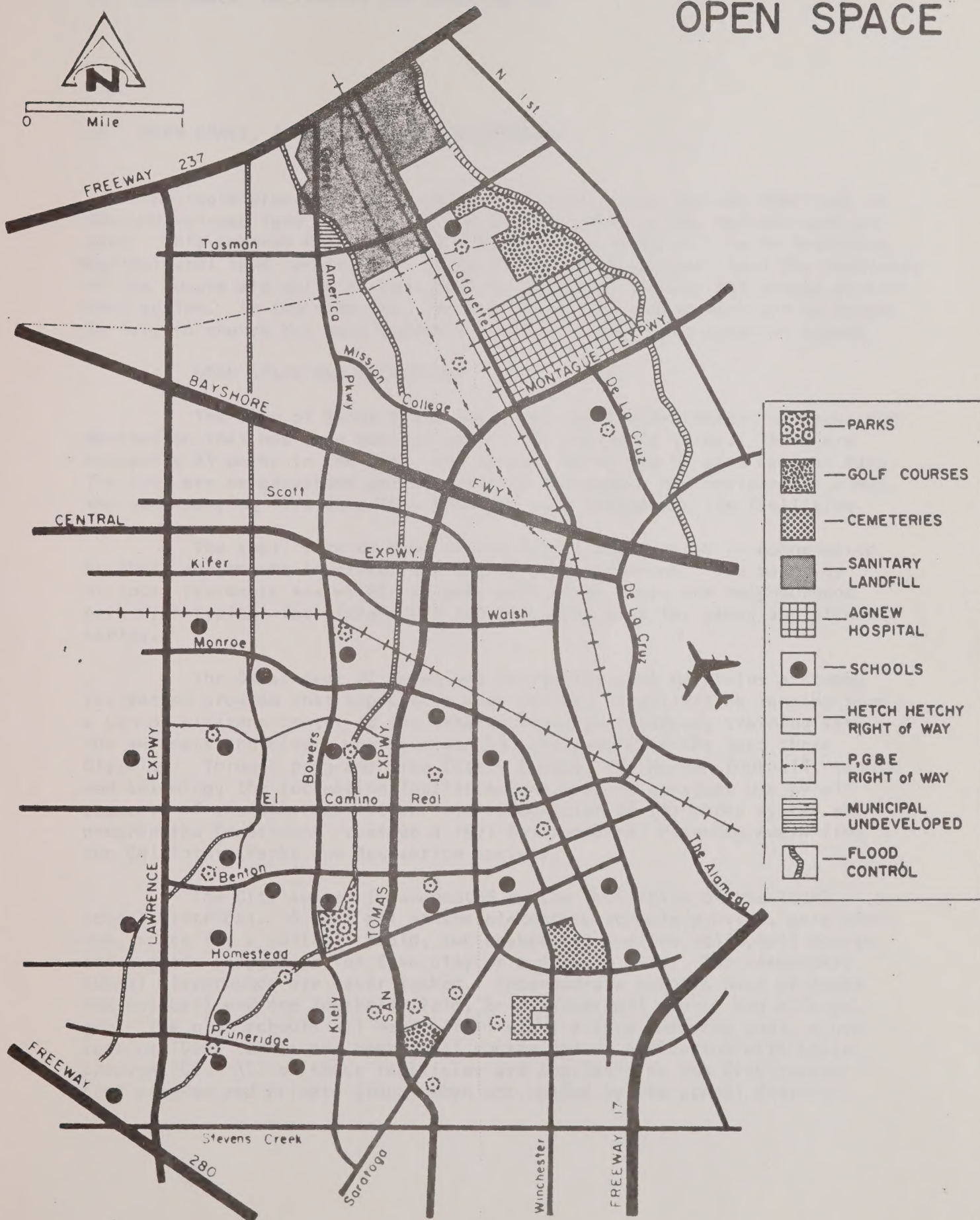
Santa Clara has planned ahead for the solid waste disposal demands of a growing community. The municipally owned land fill site will meet solid waste disposal requirements for many years. At the same time it will create an area of filled land in an otherwise low lying section near San Francisco Bay.

In cooperation with San Jose and neighboring sanitation districts, Santa Clara operates a sewage treatment plant near Alviso. Since effluent from this plant is discharged into the Bay, it is essential that it be of the highest possible quality. The San Jose-Santa Clara plant has made several major improvements and now removes about 90% of all impurities through its secondary treatment process. The plant has also been expanded recently from its original capacity of 94 million gallons per day to 164 million gallons per day. Future standards will be even more stringent and studies are now in process that will result in an additional level of treatment.

In general Santa Clara can expect the high standards of utility service to be maintained and improved during the next twenty years.

PUBLIC FACILITIES POLICIES

1. Seek construction of appropriate facilities for local cultural events.
2. Continue the San Jose-Santa Clara sewage treatment plant's leadership in maintaining a high level of effluent quality.
3. Support the continued presence of a Santa Clara Municipal Court facility within the City.



5D OPEN SPACE, RECREATION AND CONSERVATION

The rapid urbanization of the Santa Clara Valley has absorbed much of the undeveloped land in the City and greatly affected the natural environment. This General Plan projects a future when there will be no remaining agricultural land remaining in Santa Clara. Whatever open land the residents of the future are going to have must be conserved through deliberate government action. In the same way, the quality of the environment can no longer be left to chance but must become a concern of every governmental agency.

(1) OPEN SPACE AND RECREATION

The City of Santa Clara has a very active Department of Parks and Recreation that has made maximum use of its available funds. There are presently 23 parks in the City, the largest being the 52 acre Central Park. The rest are neighborhood parks scattered throughout the residential areas. The accompanying list describes the City park system and its facilities.

The small size of many of the City's older parks is compensated by their convenient locations and degree of development. The majority of local residents are within an easy walk of at least one neighborhood park with typical facilities of a tot lot, open area for games and picnic tables.

The Department of Parks and Recreation also maintains a strong recreation program that supports a wide variety of activities ranging from a senior citizens center to the International Swim Center, training site for swimmers and divers who have won 29 gold medals in the last three Olympics. Through programs like Little League, Pop Warner football, tennis and swimming, the recreation facilities are kept in constant use by all segments of the City population. In recognition of its parks system and program the Department received a 1971 Environmental Planning Award from the California Parks and Recreation Society.

The City system is augmented by the facilities of the local school districts. Almost all of the elementary schools provide, as a minimum, space for a softball field, two basketball and two volleyball courts and a grass playground for free play on a 10 acre site. The elementary school playgrounds are never locked. Intermediate schools have at least one baseball and one football field, 8-10 basketball courts and a large gym. The high schools all have a full plant with a swimming pool, a gym seating 1500, tennis and basketball courts and an auditorium with stage seating 700. All of these facilities are available to the City recreation program and private groups when not needed by the school district.

City of Santa Clara
Parks and Recreation Department Facilities

1. Central Park

A 52 acre site partially developed at the present time. The area west of Saratoga Creek has been developed, with picnic facilities (including picnic facilities for large groups), children's play area, tennis courts, parking, day camp area and extensive landscaping. In the large area east of the creek, the International Swim Center, the multi-purpose athletic facilities and the Tennis Center have been constructed. The Parks Division service center is located on the narrow end of the park-site which fronts on Benton Street. Construction of improvements on the balance of the 52 acre site will continue on a phased basis.

2. Sunnybrae Park

A small 2 acre park adjacent to Haman Elementary School; has a tiny tot area, Little League stadium, restroom facilities, activity areas.

3. Warburton Park

This is a 6 acre facility with swimming pools, group and individual barbecue facilities, small children's playground, off-street parking, open play areas. (Total of 10 picnic tables.)

4. Westwood Park

A small one acre parksite shaped as a "bowl"; principally for smaller children of that area with emphasis on small children's apparatus. Restrooms, barbecue-picnic facilities.

5. Lafayette Park

Has one of the four night-lighted softball facilities in the community, two tennis courts, large open play area for softball, baseball, football. Restroom facilities.

6. Bowers Park

A 7 acre facility located adjacent to Bowers Elementary School and Cabrillo Intermediate School. Has a neighborhood Recreation Building for meetings, recreation activities, etc. Has a small children's play area, large open spaces for active games. Picnic-barbecue facilities. (8 picnic tables.)

5. Elements of the Plan
- D. Open Space, Recreation and Conservation

36.

7. Killarney Park

Has a neighborhood Recreation Building, small children's play area, Little League stadium, barbecue picnic facilities. This $3\frac{1}{2}$ acre park is located adjacent to Briarwood Elementary School. (6 picnic tables.)

8. Homestead Park

This $10\frac{1}{2}$ acre parksite is partially developed. Little League field, tennis courts, small children's play area, off-street parking, and some landscaping have been completed. When the park is finished, it will include picnic-barbecue facilities and a small recreation building.

9. Westwood Oaks Park

A small one acre facility located west of Lawrence Expressway. Has a neighborhood Recreation Building, small children's play area, some open space, minimal picnic-barbecue facilities. Has a spray pool which is used under supervision.

10. Maywood Park

A $9\frac{1}{2}$ acre facility located adjacent to Eisenhower School. Has a small children's play area, neighborhood Recreation Building, two night-lighted tennis courts, off-street parking, picnic-barbecue facilities (8 tables).

11. Mary Gomez Park

An 8 acre park. Has a swimming pool, two tennis courts (not lighted), small children's play area, off-street parking, open play area for pick-up softball games. Picnic-barbecue facilities (9 tables).

12. City Plaza Park

More commonly referred to as the Mission Branch Library. Several picnic tables are located on the grounds.

13. Bracher Park

$3\frac{1}{2}$ acre parksite with large turfed area, tot lot, lighted activity area and picnic facilities.

14. Homeridge Park

A 6 acre parcel with restroom facilities, a small children's play area, large group picnic-barbecue facilities which will accommodate 300 people at one time, off-street parking; particularly fitting for youth groups, nature activities as it has a fire circle for singing, storytelling, etc.

15. Civic Center Park

A 3 acre park fronting the El Camino Real immediately in front of the Police Administration Building, beautifully landscaped with colorful flower beds, a large reflective pool, the site of the Statue of Saint Clare, the City's namesake.

16. Washington Park

Night-lighted baseball and softball field. This facility which immediately adjoins the Santa Clara High School, actually is owned by the high school. War Memorial Swimming Pool, Elmer Johnson Softball Field, Townsend Football Field, and tennis courts belonging to Santa Clara High School are all located in the immediate area.

17. Memorial Park

This is the site of the second mission established in the City of Santa Clara by the Franciscan fathers. Santa Clara Lions Club donated the large granite cross and the area is landscaped with particular emphasis on early mission day horticulture. Sitting areas and an excellent place for industry workers to eat lunch and relax.

18. Montague Park

A $5\frac{1}{2}$ acre site. Improvements include a neighborhood recreation building with large Multi-purpose room, restroom and storage building, tennis courts, small children's play area, a softball area, and picnic-barbecue facilities.

19. Westclair Park (formerly known as Southeast Park)

An 8 acre site presently undeveloped.

20. Parkway Park

a $3\frac{1}{2}$ acre parcel presently undeveloped.

5. Elements of the Plan
D. Open Space, Recreation and Conservation

21. Rotary Park

A small children's tot lot complete with play apparatus, picnic tables, sitting area and landscaping.

22. Fremont Park

A small neighborhood park located on the former Fremont Elementary School site. Equipped with slides, swings, climbers and other small children's play apparatus. Has picnic tables and trees for shade.

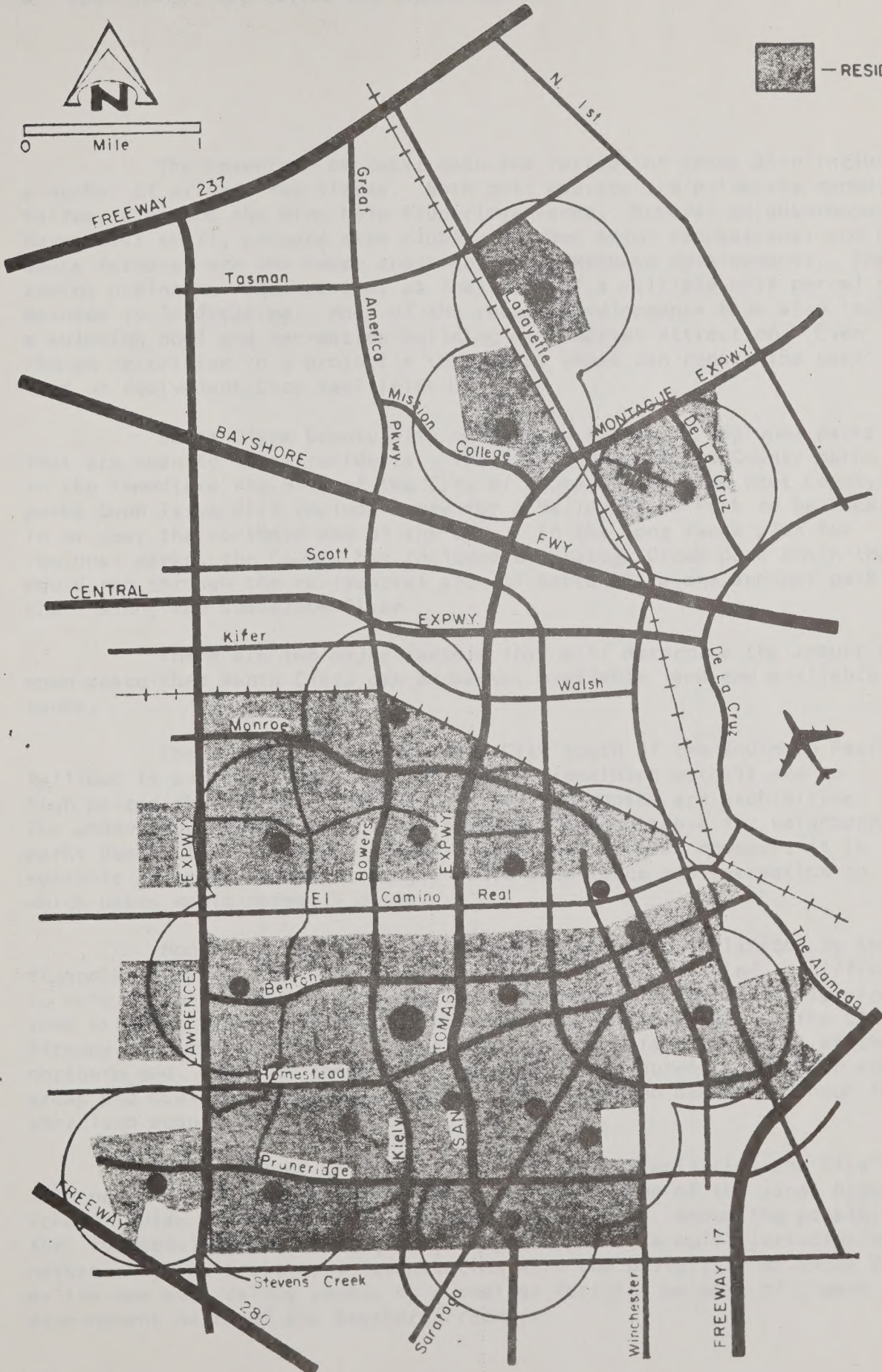
23. Agnew Park

A 2 acre park being acquired by the City through 50% matching funds from a Federal Grant. To be developed as a neighborhood park with lighted tennis courts, children's play area, restrooms, storage area, barbecue-picnic facilities and open turfed area.

TOTAL ACREAGE OF ALL PARKS - 140 acres.

PARKS

 — RESIDENTIAL AREA



D. Open Space, Recreation and Conservation

The inventory of local open and recreation space also includes a number of private facilities. Both golf courses are privately owned, Fairway Glen and the nine hole Pruneridge Farms. Several neighborhoods have built small, private swim clubs. Another major recreational and open space resource are the newer apartment and townhouse developments. The zoning ordinance requires that at least 35% of a multiple unit parcel be devoted to landscaping. Most of the recent developments have also included a swimming pool and recreation building as a market attraction. Even though restricted to a project's residents, these can reduce the user load on equivalent City facilities.

Santa Clara County also operates a system of regional parks that are open to local residents. There are, however, no County parks in the immediate vicinity of the City of Santa Clara. The next County parks bond issue will include money for a Valley Floor Park to be located in or near the northern end of the City. In the long range plan for regional parks, the County has included a Saratoga Creek park chain that would run through the residential area of Santa Clara and another park chain along the Guadalupe River.

There are two major factors that will determine the amount of open space that Santa Clara can preserve; available land and available funds.

The residential area of the City south of the Southern Pacific Railroad is almost all developed. The few remaining parcels are so high priced that acquisition costs for park purposes are prohibitive. The undeveloped land north of the Bayshore is unsuitable for neighborhood parks due to the distance involved. With good access, however, it is suitable for specialized or larger scale open space and recreation to which users would normally drive.

Money available for park acquisition has been limited by the financial problems facing all cities. Santa Clara will find it difficult to make further open space purchases in the short run particularly since some existing parks have not yet been developed. Fortunately, the City already owns two large tracts on either side of Lafayette Street at the northern end. Both of these sites have excellent potential as open space areas and could be used to satisfy future recreation demands without further land acquisition.

With respect to specialized recreation facilities the City's main need is for a significant sports stadium. None of the local high school fields are adequate as a City-wide facility. Among the possibilities for developing a stadium are a major arena of a multi-jurisdictional nature, a joint facility in cooperation with the University of Santa Clara or the new West Valley campus or a smaller facility as part of a park development north of the Bayshore Freeway.

(2) CONSERVATION

Although the climate and soil of the area played a major role in Santa Clara's early settlement and growth, the present character and assets of the City are largely man-made. The land under Santa Clara is an alluvial plain deposited by rivers running from the surrounding mountains to the San Francisco Bay. As a result there are no significant mineral deposits or topographical features in the local landscape.

The existing vegetation of Santa Clara is the product of recent human activity. The original landscape of grass land and oak trees was replaced by grains and later by extensive orchards. These, in turn, have been removed by the urbanization of the last twenty years. The few remaining orchards are uneconomic because of high property taxes and surrounding urban development.

The four streams that run through the City; Saratoga, San Tomas, Calabazas and Guadalupe, carry water from a large watershed area south of Santa Clara to the Bay. The Santa Clara County Flood Control District has largely completed a major program of channel widening, water storage and percolation designed to minimize flooding in the Santa Clara Valley. Improvements to the streams now enable them to carry all the runoff from the upstream watershed. The character of the streams has been changed from natural creeks to straightened and lined flood control channels.

The City of Santa Clara has begun a program to eliminate the flooding problem in the area north of the Bayshore Freeway. Because of the effects of past land subsidence and high tides in the Bay, the Flood Control District maintains channel levees in the area that are above the anticipated water levels of a 100 year flood with high tide. Route 237 on the northern boundary of the City will be constructed as a dike to prevent tidal incursions. Due to a County-wide program of ground water recharge and increased use of imported water, there was no land subsidence between 1968 and 1972.

To control and remove the runoff within the levees, the City has a drainage plan which will channel storm water into two retention basins at the northern end of the City. From these basins excess water will be pumped into the flood control waterways and flow out to the Bay. The drainage plan utilizes storm conduits capable of carrying a 10 year flood and drainage swales and streets for storms of up to 100 year frequency.

The problem of pollution is irritatingly evident in this area in the form of smog. Other, less obvious, environmental problems also exist such as water pollution, refuse and sewage disposal and the need to import water. Certainly this City is not in a position to eliminate the pollution affecting Santa Clara, but it is responsible for its own operations that affect the local environment.

In contrast to its natural resources, Santa Clara's rich history provides a unique resource that can still be conserved for future residents. Preservation will occur, however, only through the continuing efforts of both public and private parties. The State of California has designated three historical landmarks in the City; the first and fifth sites of the Mission and Women's Adobe Club. Another major landmark is the Carmelite Monastery, an example of Spanish Renaissance architecture. There are also a number of houses of historic interest in the Old Quad which provide important links to the City's past. Many of the historic structures, being old, are also becoming dilapidated and prime targets for demolition. This increases the need for determining which are worth saving and restoring them before they reach the condemnation stage.

Another area of concern is the visual quality of the City's landscape. Fortunately, Santa Clara has taken important steps recently to shape its appearance. The emphasis on mission architecture and the designations of the Old Quad as a special architectural zone have become important assets to the City's appearance, identity and value. This interest in beauty and amenity should be extended to other areas as well. The present sign ordinance helps to create an attractive shopping environment along the major commercial streets.

The contribution of vegetation, especially trees, to the image of a city is very important. Those streets in Santa Clara that are lined with tall shade trees or have landscaped medians stand out as pleasant places to live and drive through. In addition to their appearance, trees have a positive environmental effect. Thick shrubs or stands of trees can reduce wind speed by up to fifty percent. The shade of large trees will lower the air temperature underneath by five to ten degrees on a hot day. The hot, dry summers of the Santa Clara Valley make the cooling effects of trees a valuable asset. The City's subdivision requirement of a tree in every lot has produced good results in single family residential areas.

OPEN SPACE, RECREATION AND CONSERVATION POLICIES

In recognition of the need to preserve the quality of the local environment and create recreational opportunities for its residents, the City of Santa Clara adopts the following policies and principles:

1. Conserve and restore the environmental quality of the urban landscape.
 - a. Require landscaping in all private developments emphasizing the use of trees along street frontages and in parking areas.
 - b. Encourage the use of water as an aesthetic element in residential and public areas.
 - c. Preserve and highlight historic landmarks that create a unique identity for Santa Clara.
 - d. Continue the emphasis on mission architecture in major public buildings and in private development within the Old Quad.
2. Increase the effective use of recreational and aesthetic open space in and around the City.
 - a. Require landscaped open space in residential developments.
 - b. Encourage development of regional open space in the vicinity of Santa Clara.
 - c. Return leftover and odd-shaped City owned lots to productive use.
3. Continue to develop recreation opportunities for residents.
 - a. Provide a well balanced, municipal recreation program that serves all segments of the population.
 - b. Encourage multiple use of land such as schools, parking lots, utility easements and flood control channels.
 - c. Seek construction of appropriate facility for recreation and cultural events.
4. Make prudent use of open space and recreation revenue sources such as federal and state grants, private dedications and user fees.

5. Elements of the Plan
D. Open Space, Recreation and Conservation

OPEN SPACE, RECREATION AND CONSERVATION PROGRAM

ENVIRONMENTAL QUALITY

1. Maintain the zoning ordinance requirements for private open space and landscaping, and encourage the landscaping required for light industrial districts to include the street frontage of heavy industry.
2. Continue an active street tree program for both public and private spaces. Investigate additional measures to augment the present program which will effectively cover the planting, preservation and maintenance of trees in all areas and zone districts of the City.
3. Increase the use of water as a visual element in the City by encouraging the addition of fountains and pools in private developments and parks.
4. Investigate available means of preserving unprotected historic structures. The Historical and Landmarks Commission has undertaken the task of evaluating the relative values of potential landmarks and marking those considered most important. These markers serve only to identify landmarks and in no way ensure their protection. Among methods of preservation that might be used are public acquisition, national or state designation, a historic zoning district and legal agreement with the owner not to alter the structure.
5. Continue the San Jose-Santa Clara sewage treatment plant's leadership in maintaining a high level of effluent quality.
6. Support the efforts of regional pollution control agencies.

OPEN SPACE

1. Preserve under public ownership the City owned lands north of the Hetch Hetchy aqueduct until their ultimate land uses are determined. It is certainly desirable, as is being done now, to lease sections on an interim basis for temporary uses, but the integrity of the parcels must be maintained. As the City approaches full development, these areas will be some of the last large parcels left undeveloped. At that time, when their use for refuse disposal is finished, a decision can be made concerning the future of the entire area. Although that future cannot be determined now, use as a major recreation area should definitely be considered as a possibility.
2. Implement the pedestrian walkways concept of the Old Quad Development Plan. Utilize excess street rights-of-way as a tool to create open spaces that will relate to the new residential developments.
3. Respond to the increasing interest in bicycles as a means of exercise and short distance transportation. The provision of special routes for bikes would make this activity much safer by reducing the conflict with automobiles.
4. Use non-marketable, publicly owned parcels for mini parks and low maintenance landscaping.

- 5. Elements of the Plan
- D. Open Space, Recreation and Conservation

RECREATION

1. Continue support of the existing recreation program of the Parks and Recreation Department and cooperation with the school districts to use their facilities to their fullest capacity. Playground facilities should always be open for use by the public.
2. Cooperate with local industries in creating recreational facilities for employees and residents. Several local firms have already shown interest in recreation programs such as lunch hour use of the International Swim Club. It may be possible that a firm's future expansion land could be temporarily utilized as a recreation area.
3. Seek preservation of the two privately owned golf courses in their present use as recreation facilities.
4. Encourage development of a facility for cultural events. The proposed building would accommodate local dramatic productions, lectures and concerts.
5. Cooperate with other jurisdictions in joint or regional efforts to build a major sports/convention complex.

5E SEISMIC SAFETY

Because of the presence of active faults and a recorded history of major earthquakes, the San Francisco Bay Area is considered the most active seismic area of the United States. The Bay Area has experienced strong earthquakes in 1836, 1838, 1868, 1906 and 1911.

The City of Santa Clara is located on the deep and ancient alluvial soils of the Santa Clara Valley just beyond the southern limit of the recently deposited alluvium known as "bay mud." The seismically active San Andreas Fault is located a minimum of six miles westerly from the city limit. The Calaveras Fault and the Hayward Fault pass nine miles and four miles to the northeast, respectively, but are not considered active in this vicinity.

Studies indicate that there will probably be no surface ruptures within the City due to faulting during a strong earthquake, but that substantial shaking can be expected along with possible consolidation and some differential settlement of the alluvial soils. The consolidation problem is related to underground voids and subsidence caused by depletion of ground waters. Replenishment of the underground water supply by importation and percolation has apparently stopped subsidence of the land.

In 1930 the "Santa Clara Building Code" was adopted. The Uniform Building Code has been enforced in the City beginning with the adoption of the 1937 edition. Structures constructed in accordance with the latest edition of the Code can be expected to survive a strong earthquake (Richter 6.5) with minor damage. Wood frame structures constructed before Code enforcement will also resist shaking fairly well.

The City of Santa Clara will continue to participate with various other agencies in the study of geological conditions which is oriented toward the safety of people, property and natural resources in this area. To this end, this Seismic Safety Element should be considered as a guide or tentative plan. As more precise seismic knowledge becomes available, new general and precise plans will be prepared and adopted.

5F HOUSING

(1) INTRODUCTION

The Federal Housing Act of 1949 established a national goal of a "decent house and a suitable living environment for every American family." New legislation at both the national and state levels has now compelled local California jurisdictions to become directly and consciously involved in the provision of housing for their residents. The California state planning law requires that a housing element be adopted as part of a jurisdiction's general plan which will make "adequate provision for the housing needs of all economic segments of the community." The basis of such a housing element is an analysis of the housing market as it operates in the jurisdiction and a formulation of appropriate goals and policies to remedy failures of the existing market. The nature of housing markets, however, makes it clear that city boundaries are an inadequate area of influence. Particularly in the Santa Clara Valley where commuting volumes are large and widely distributed, a city represents only a portion of the larger economic market area.

In response to this situation the cities and county of Santa Clara created a joint Cities-County Housing Element Program under the sponsorship of the Planning Policy Committee of Santa Clara County to evaluate the metropolitan housing market, collect data and prepare goals and policies for adoption.

The first phase of analysis has been completed and published as Report No. SCC-JCCHP-8 The Joint Housing Element: 1971, Santa Clara County dated October 1971 and is hereby made a part of this element by reference. Copies have been widely distributed and are available at the County Planning Department. The Goals and Policies recommended in the Element were reviewed by the Planning Policy Committee and modified by adoption of the Joint Cities--County Housing Element PPC Resolution 6 dated 5-27-71 and subsequently made Appendix A of the above mentioned Joint Cities--County Housing Element Program. Future efforts of the program will be directed towards setting of construction targets and implementation of the element.

The Joint Housing Element "is intended to provide the context of the various findings and recommendations, establish some basic foundations for housing policies and programs, and provide a common framework from which individual jurisdictions may enlarge, refine and relate more explicitly to local circumstances."

In the City of Santa Clara's case, the most important local circumstances are the small amount of undeveloped residential land left and the commitment of the City to maintain existing moderate residential densities. The present policy of the City rejects the concept that the City must provide housing for as many people who wish to live here. Once the City's population reaches about 120,000, further significant growth will have to occur elsewhere in the metropolitan area. However, it is also the policy of the City that the remaining future residential development be directed towards correcting deficiencies in the present housing supply and realizing the adopted housing goals.

(2) METROPOLITAN MARKET

The San Jose metropolitan area, which includes the City of Santa Clara, has been one of the fastest growing regions of the country in the last decade with construction of about 15,000 dwelling units each year. The impetus for this growth has been an expanding economy with attractive job opportunities for skilled and technical workers. The increasing affluence of the majority and the demand for housing has caused rising prices for both existing and new housing. This has had serious consequences for those residents who have not shared in the general prosperity.

The metropolitan housing market is characterized by two sorts of problems, economic and social. The economic problems are caused by factors which prevent the private market from supplying enough units for low and moderate income families. Among these factors are the cost of land, labor, construction materials and mortgage money, property taxes, increasing rents and appreciation of existing units. All of these result in an increased level of income necessary for buying or renting a home.

The social problems of housing are related to the poor and minority groups. The 1966 census identified 40,000 households living on incomes below the poverty level of \$4,000. Minority groups made up 15% of the metropolitan population with 9.6% Mexican-American as the largest single group. The high correlation between minorities and poverty and the segregation by income and race have compounded the market's failure to provide decent housing for these households.

Federal programs designed to enable lower income families to obtain suitable shelter have been available for years but, besides being chronically underfunded, special obstacles exist in Santa Clara County that prevent the full utilization of these programs. Land prices are so high that many federally set limitations on unit cost cannot be met. Also the state requirement of local voter approval of public housing has impeded its construction.

In the last few years there have been several improvements in the housing market. The 1970 recession had a severe effect on this metropolitan area; unemployment increased to over 7% and in-migration dropped substantially as job openings disappeared. Surprisingly, housing production did not decline nearly as much as might be expected and the result has been an increase in vacancies in the county. The present vacancy rate, however, is not spread evenly over the price range. Single family houses are still selling well and the few vacancies that exist are in the over \$30,000 bracket. The majority of the vacancies are in the newer and higher rent apartment complexes.

The main reason for the continuing strength of the area's production has been the sales of units for under \$20,000. This is an important change since single family units for this price have been practically impossible to build since 1968. Recent low cost units have been almost entirely townhouse and condominium projects. The popularity of this new type is apparent from the fact that in 1970 51% of all new residential subdivisions in the county were for townhouses. This shift was a consequence of the building industry's realization that the moderate income market could not be served by the usual single family development.

The final new element in the metropolitan housing market is the activity of nonprofit and limited dividend sponsors. Taking advantage of federal interest subsidy programs for rental housing these sponsors already have over 3,000 dwelling units in the approval process, 864 of which are under construction or finished. One undesirable aspect of this activity has been the concentration of low income developments in east San Jose. This places a heavy burden on the local school district and increases segregation of minority and low income residents. New HUD policies should work against this trend and an important function of the Joint Housing Element will be to determine an acceptable pattern of distribution for subsidized units throughout the County.

(3) INVENTORY

The City of Santa Clara had 27,850 dwelling units in 1970 to house its 87,717 residents. Over 80% of these units were constructed since 1950 to accommodate the rapid population growth that began soon after the war. In the decade of the 1950's, 13,876 units were constructed, 70% of which were single family homes. During the 1960's, 10,280 units were built but only 21% of these were single family. Single family units now comprise 60% of the existing housing stock in the City, compared to 83% in 1960.

HOUSING STOCK, CITY OF SANTA CLARA, 1970 CENSUS

Type of Structure	Number	% of Total
1 unit	16,935	60.6
2 - 4 units	2,304	8.2
5 - 9 units	1,570	5.5
10+ units	5,177	18.5
Mobile	445	1.6
Not reported	1,419	5.6
	27,850	100.0

The tenure status of Santa Clara's units generally reflect home ownership of the single family units, 53% of all dwelling units are owned and 42% are rented. The vacancy rate was about 5% at the time of the census. These vacancies were almost all in rental units, the vacancy for sale factor being only a fraction of a percent. A more recent survey, August 1971, of apartment vacancies indicated that the City rate was quite a bit higher, probably around 13% with the larger and newer projects having the most vacancies.

The City's stock seems to be well distributed in terms of unit size. The most common size is five rooms which make up one fourth of the total. Four room and six room units together total another 45%. If overcrowding is used as an indicator of how the housing stock matches the household sizes of the market, then Santa Clara has a good fit. Only 6% of the households have more than one person per room and of this only 1% have more than one and a half persons per room.

Housing costs in the City have risen sharply as they have all over the San Jose metropolitan area under the pressure of a growing population, land costs and interest rate. Single family houses that were built in the early 1950's for \$12,000 are now selling for \$25,000 and more.

HOUSING COSTS, CITY OF SANTA CLARA, 1970 CENSUS

OWNER OCCUPIED VALUES

Value	Number	% of City Total	Comparable County Figures
Below \$5,000	14	0.1	0.1
\$5,000-9,999	72	0.5	0.6
\$10,000-14,999	393	2.9	2.9
\$15,000-19,999	2,104	15.3	12.6
\$20,000-24,999	5,168	37.7	25.7
\$25,000-34,999	5,191	37.8	35.1
\$35,000-49,999	747	5.4	16.0
\$50,000+	<u>37</u>	<u>.3</u>	<u>7.0</u>
Total Tabulated	13,726	100.0	100.0
Median Value	\$24,141		

MONTHLY RENTS

Rent	Number	% of City Total	Comparable County Figures
Below \$40	81	0.7	1.2
\$40-59	151	1.3	2.1
\$60-79	295	2.5	4.9
\$80-99	751	6.4	7.6
\$100-119	1,331	11.4	11.5
\$120-149	3,808	33.1	27.6
\$150-199	3,716	31.7	29.8
\$200-299	1,294	11.1	12.8
\$300+	39	0.3	
No Cash Rent	<u>178</u>	<u>1.5</u>	<u>2.5</u>
Total Tabulated	11,704	100.0	100.0
Median Rent	\$144		

The preceding two tables display the cost characteristics of the City's housing supply. Both the owner occupied and the rental ranges are more compact than the overall county figures. The City has a lower percentage of units at the extremes of the scale in each case. This "skew towards the middle" is most pronounced in the owner occupied units where the City has over ten percent more \$20,000-24,999 homes and 20% fewer \$35,000+ houses than the county distribution.

In addition to the existing units the City has approved a number of new developments that will have a significant impact on the local housing supply. In the northern area around Agnew Village, two planned unit developments are scheduled, each containing 600 townhouse units. These homes will be two, three and four bedroom models selling in the \$25,000 range. These projects will be constructed in phases over the next five years or so. At the other end of the scale, there are two single family subdivisions totalling 200 units in the southernmost section of the City which are building homes for over \$45,000.

Assessing the condition of a community's housing stock is a difficult process with problems in defining just what the differences are between standard and substandard units and reconciling the varying judgments of individual inspectors. Because the results of previous census classifications were so inaccurate, the 1970 Census made no attempt to assess the overall condition of housing units. Instead substandard indices were tabulated using those aspects of unit condition that could be objectively determined.

SUBSTANDARD INDICES, CITY OF SANTA CLARA, 1970 CENSUS

Index	Number of Units	% of Total
Overcrowding		
1.01-1.5 persons per room	1,473	5.3
over 1.5 persons per room	290	1.0
Low Value		
Owner occupied below \$15,000	479	1.8
Rental below \$100 per month	1,278	4.6
Lacking complete kitchen	138	0.5
No direct access	14	0.1
Lacking complete plumbing	107	0.4

These indices indicate that the City's housing in general is in good condition. The figures become more significant, however, when the individual census tracts are examined.

By comparing each tract's percentage of the total housing supply with its percentage of index units, the distribution of the problems can be identified. The two tracts that encompass the pre-WWII section, the Old Quad and Agnew Village, have more than their expected share of the problem units. The only other tract that has substantially more than its expected share is in an industrial area. This can be explained by the lack of residential zoning protection which makes owners reluctant to invest additional money on upkeep and repairs.

The final aspect of housing condition concerns the state of the building structure. The high proportion of pre-1950 units in the Old Quad makes it the location of most of the City's housing structure deficiencies. A 1968 survey of residential structures in the Old Quad found 127 dilapidated structures, 8% of those covered, and 455 deteriorating structures, 31%. The records of demolitions from the Housing Division reinforces this picture. About half of the City-initiated demolitions have been in the Old Quad area. Many of the rest have been in outlying areas where farm buildings were allowed to deteriorate as residential development took over farm land and orchards. A policy of condemnation and demolition of "worst cases first" has resulted in the removal of the majority of dilapidated dwellings in the Old Quad.

(4) LOCAL MARKET

Although the actual economic housing market is substantially larger than the limits of the City of Santa Clara, the City's primary responsibility, according to state planning law, is "for the housing needs of all economic segments of the community." This concept of community has two aspects. First and most important, it refers to the existing residents of the City who may be faced with problems of overcrowding, housing cost too high for their income, lack of plumbing or a deteriorating neighborhood. For this reason a major part of the housing element is a determination of how well the existing units and new construction satisfies the local household demand. The second aspect of concern is for those who work in the City and would like to live near their place of employment.

The basic components of market demand are total number of households, their size and incomes.

HOUSEHOLD SIZE, CITY OF SANTA CLARA, 1970 CENSUS

<u>Household Size</u>	<u>Number of Households</u>	<u>% of Total</u>
1 person	4,146	15.6
2	7,201	27.1
3	4,915	18.5
4	4,841	18.2
5	2,914	11.0
6	1,450	5.5
7	629	2.4
8+	379	1.8
Total Households	26,566	
Average Size	3.18 persons per household	

DISTRIBUTION OF HOUSEHOLD INCOME, CITY & COUNTY OF SANTA CLARA
1966 CENSUS

<u>Income</u>	<u>Number of Households in City</u>	<u>Percent of City Total</u>	<u>Comparable County Figures</u>
Under \$1,000	198	1.2%	1.7%
\$1,000-1,999	450	2.6%	3.5%
\$2,000-2,999	535	3.1%	3.7%
\$3,000-3,999	679	4.0%	4.4%
\$4,000-4,999	961	5.6%	5.6%
\$5,000-5,999	1,523	8.9%	7.9%
\$6,000-7,999	3,384	19.9%	16.9%
\$8,000-9,999	3,652	21.4%	19.0%
\$10,000-14,999	4,435	26.0%	25.4%
\$15,000-19,999	941	5.5%	7.8%
\$20,000-29,999	217	1.3%	3.1%
over \$30,000	74	<u>0.4%</u>	<u>1.0%</u>
		100.0	100.0
Average Household Income	\$8,900		

HOUSEHOLD TENURE, CITY OF SANTA CLARA, 1970 CENSUS

<u>Tenure</u>	<u>Number of Households</u>	<u>% of Total</u>
Owned	14,789	55.7
Rented	11,777	44.3

These figures indicate that the general characteristics of the City's households do not seem to be out of the ordinary; income above average, household size about average and percent of homeowners just below average. Housing problems, however, are concentrated in the extremes of any population statistics; minorities, the poorest the largest and the oldest. It is necessary to examine these segments of the population in relation to the housing market before an accurate assessment of Santa Clara's housing situation can be made.

The largest portion of the population that is disadvantaged in the housing market are those with low and moderate incomes. The 1966 census found over 10% of the City's households had an income of less than \$4,000. According to standard housing cost figures, an income of \$4,000 can only afford to buy a \$10,000 house or rent an apartment for \$80 a month. In order to pay more, such a household has to spend more than a fourth of its income on housing which means that other important budget items like food, clothing, or schooling will be shortchanged. Even a projection of 1966 incomes to 1970 with an increase of 22 $\frac{1}{4}$ %, while reducing the percentage of households with less than \$4,000 to 7%, reduces the actual number by only 112.

Even in the moderate income range, the amount of money available for housing is often inadequate and must be supplemented by sacrificing other needed items. For example, a household with \$7,000 income can reasonably afford only a \$17,000 house or a \$140 monthly rental.

Many of the housing problems of the poor are aggravated when the household is a minority group. Job opportunities and residential areas can be closed by discrimination. Minorities constitute a small percentage of the City's total population. The 1970 Census indicates that Negroes are only 0.8% and other races (primarily Oriental and American Indian) comprise another 3.8%. The Mexican American minority is larger, 7% in 1966.

The distribution of minority population is another important aspect of the housing situation. In the City of Santa Clara, the 1966 Census found that five of the eleven census tracts were substantially different from their expected minority percentage if distributed evenly throughout the City.

Tracts 50, 52 and 53 have a significantly higher proportion of the City's minority residents than of the total City population. Tract 50 includes most of the City north of Bayshore Freeway except Agnew Hospital and is a mixture of open land, the older Agnew Village and three tract developments. Tract 52 is predominantly industrially zoned land between the Bayshore Freeway and the Southern Pacific Railroad. Tract 53 is the residential area north of El Camino Real and west of Scott.

The exclusionary extreme is not as pronounced as the concentration aspect but tracts 59 and 61 each have less than half of the expected minority population. These tracts are located in the southern section of the City, tract 61 being the latest area to develop with the highest costs and incomes.

The elderly, comprising 5% of the population, are another segment of the population that are often disadvantaged in the existing housing market. People over 65 are generally retired and living on a fixed income of social security and other benefits. The major problem is the low level of these benefits which places the person in the low income category with all the accompanying difficulties. This disadvantage is compounded by the present rate of inflation which steadily reduces the buying power of what little income is available. Physical problems arise from the inability of some elderly people

MINORITY LOCATION, CITY OF SANTA CLARA, 1966 CENSUS

Tract	% of Total Negro Pop.	% of Total Mex. Amer.	% of Total Population	Median Tract Income	% Below \$4,000
50	36	11	6	\$ 7,600	13
52	-	16	8	\$ 6,250	24
53	39	29	27	\$ 8,500 [±]	7
54	8	12	11	\$ 8,300	11
55	2	2	5	\$ 8,300	13
56	5	5	4	\$ 5,250	37
57	-	7	6	\$ 6,750	28
58	2	3	6	\$ 8,600	12
59	2	3	8	\$ 8,400	14
60	-	6	4	\$ 8,000	13
61	6	7	16	\$10,000 [±]	3

±: These tracts were divided into sections.
The over-all median is the average of the
section medians.

to adequately maintain their homes. Particularly in older units where repairs are regularly needed to prevent deterioration, elderly residents may find their homes rapidly becoming substandard.

Large households can also encounter difficulty in finding suitable housing in markets where only smaller units are available. The City's average household size, 3.18, however, is a substantial drop from the 1960 figure of 3.57. This has important implications for the present housing market since much of the existing housing stock was built to accommodate the influx of larger families during the City's rapid expansion. As these families matured and the national trend towards smaller families developed, the number of large families declined to the available large units. The continued dominance of new housing by multiple units emphasizes the need to preserve as many existing single family houses as possible for large households.

(5) PROBLEMS

Because much of the relevant information from the 1970 Census has not been published yet and the Joint Housing Element work is still unfinished, actual determination of needed units cannot be made. However, from information that is available, the general housing problems of the City can be identified and their relative magnitude assessed. The overall housing situation is not marked by major distortions although shortage of low cost units exists and could become worse. The characteristics of the local population all tend towards the Santa Clara County norms and the income distribution is weighted towards the middle range with fewer high and low income households than expected. Of course, this does not make the condition of those people who do have housing problems any less serious or insure that the future housing situation will not develop worse deficiencies.

In the sections on local inventory and market, the size distributions of both houses and households are given but the actual matching process that occurs in the market is far more complicated. Income is the major factor in the choice of a dwelling unit and must override size considerations. The fact that larger units generally cost more than smaller ones places the greatest burden on those large families in the low and moderate income brackets. Another factor that complicates the matching process is that many smaller households live in units that are larger than they really need thus reducing the supply available to families that do require the added size. Older couples whose children have grown up, often stay in their original home for financial and psychological reasons even when it has more room than they will ever use. The need for large units, therefore, is **greater** than simply the number of large families.

The following table of income distribution by household size indicates the 1966 income distribution of large families. (Average 1971 incomes are at least 15% higher).

INCOME DISTRIBUTION BY HOUSEHOLD SIZE, CITY OF SANTA CLARA,
1966 CENSUS

Income	Household Size								Total
	1	2	3	4	5	6	7	8+	
0-\$1,000	225	87	20	2	1	4	1	2	342
1-2	425	215	67	31	11	6	5	1	761
2-3	283	352	106	63	26	11	6	4	851
3-4	283	372	157	109	61	37	15	16	1050
4-5	276	454	291	171	115	64	18	26	1415
5-6	364	644	432	388	200	95	44	46	2163
6-8	456	1063	932	993	656	310	122	95	4630
8-10	281	1012	931	1090	798	420	136	125	4793
10-15	230	1282	962	1302	892	464	205	136	5473
15-20	32	304	242	272	160	82	34	30	1156
20-30	5	72	66	56	39	21	9	4	272
30+	18	31	18	12	18	3	1	3	107
Total	2878	5888	4224	4439	2980	1517	596	491	23013

As the table makes clear, there are few households over five members that have less than \$4,000 income. Most of the low income families have only one or two members. The situation is further alleviated by the fact that many of these small households are elderly and may be living in houses paid for during their working years. None of this, however, negates the basic shortage of low cost units that exists even when size is ignored. The 1970 estimated income distribution has 1754 households with less than \$4,000 income but the 1970 Census counted only 613 dwelling units within their price range (less than \$10,000 house or less than \$80 rent). For households with incomes between \$4,000 and \$8,000, of which there are estimated to be 8,943, there are 8447 units between \$10,000 and \$20,000 price or between \$80 and \$250 rent.

In the near future these shortages are expected to worsen unless present market trends change. First, appreciation of values and rents has been increasing faster than income and the impact has been the greatest on

houses valued below \$15,000 in 1960. Second, new housing prices are considerably higher than existing averages. Even the extensive townhouse developments under construction in the City will cost \$24,000 for the smallest models, far beyond the means of a family with an \$8,000 income. The 1970 Census found 41 vacancies for sale with a median price of \$25,300 and 1152 rental vacancies with a median rent of \$174.

Other housing problems faced by residents are less restricting than inadequate income but are often combined with it. The location pattern of minority households seems to be more a result of their income than their color. Seven of the eleven census tracts have at least their expected proportion of minority residents and none of the others have less than a third of their properties. This is not the typical pattern produced by direct discrimination. It is more indicative of the availability of lower cost housing. Conversely, the tract with the lowest minority proportion has the newest and most expensive units. In general, the housing problems of the minority population of Santa Clara seem to be similar to those of the low and moderate income households.

The special housing needs of the elderly has been recognized by the Federal government in the form of subsidy programs through non-profit sponsors. The City of Santa Clara has had one 300 unit project for several years and recently approved two more with 100 units each. Both will offer small units with facilities tailored to the needs of the elderly. These projects have a doubly beneficial effect since they not only provide housing for the people moving in but also release the older, larger houses from which they move for families with children. This increases the amount of "fit" between available units and households. Again, the primary difficulty confronting many elderly is low income.

Another major obstacle to the housing market in the City is the approaching complete development of all available residential land. The ultimate boundaries of the City as well as the allocation of basic land uses has strictly limited potential dwelling unit sites. Except for a few isolated parcels, the area south of the railroad is fully developed. The land between the railroad and the Bayshore Freeway is largely developed and completely committed to industrial use. North of the freeway the land use pattern is more complicated and less established. Much of the northernmost land is low-lying and subject to flooding, making it unsuitable for residential use. Immediately surrounding the existing Agnew Village are the last large tracts of open land designated in the General Plan for residences. 148 acres have already been planned for townhouse development and another 11 acre site is under consideration for a modular housing project.

The effect of the increasing shortage of land combined with the City's excellent location at the center of the Santa Clara Valley has been to push land prices up drastically. A study by the California Lands Investment Company showed the price for a 6,000 square foot lot in the Santa Clara area increased from \$4,500-\$5,500 in 1960 to \$8,000-\$10,000 in 1969. A 100% increase like this obviously has serious consequences for dwelling unit costs,

one of the most serious being the difficulty of meeting federally set unit cost limits for subsidized housing. Eventually these limits will be raised to realistic levels but during the time lag, efforts to expand the supply of low cost housing are stymied.

The shortage of residential land also limits the City's ability to influence the existing housing market and particularly, to correct any imbalances between supply and demand. Given the General Plan holding capacity of about 120,000 people, additional dwelling units will only equal one third of the existing inventory. Certainly if the City could dictate the exact characteristics of that one third there would be few problems but the area of City influence, let alone control, is only a fraction of that total.

Although most of Santa Clara's housing has been built since WWII, a large portion of these units were constructed in the early 1950's at a low cost. Already one-third of the units are at least 15 years old. By 1980 over half of today's units will be 20 years or older.

As housing units age, maintenance requirements increase and become more important. Unless regular investment in upkeep is made, housing can experience a drop in value. The effects of this decline are not limited to the individual structure and can affect surrounding properties. If neighboring owners decide that further maintenance is not a worthwhile investment, the process can accelerate and affect the image of the entire area and city.

Santa Clara has been fortunate that its desirability as a place to live has supported residential values and maintenance in most of the newer areas. However, in the Old Quad and Agnew Village and in individual units among the newer housing, dwelling units have begun to deteriorate. This decline can threaten both the individual health and safety of the occupants and the appearance and value of the neighborhood.

A fourth housing problem in the City of Santa Clara is a future consideration caused by the cost of land and its shortage. As the employment in the City and the population of the metropolitan area continues to expand, pressure for more housing in the City will also grow. At some point in the near future land costs will reach a level that will make economical the purchase and demolition of old homes in the downtown area. This process of private redevelopment is the basis of the Development Plan for the Old Quad. In most aspects this is a valuable process for a city since it prevents the formation of slum areas. However, its consequences for the housing market are not all beneficial. Census tracts that approximate the Old Quad boundaries contain 57% of the single family homes valued at less than \$10,000 and 52% of the units that rent for less than \$80 a month. The removal of a large number of these units while appreciation keeps other unit prices high, would eliminate much of the low cost housing that now exist in the City.

Demolitions can also occur through municipal actions. The housing inspection program ensures that the housing code and health standards are maintained. When a unit becomes beyond repair, the code requires demolition. In the City of Santa Clara, however, an aggressive inspection and enforcement program has already eliminated the worst housing in terms of health and safety and the present effort is concentrating on maintaining the upkeep of older units to prevent their slipping into a dilapidated state. Demolitions due to public improvements are a more serious problem since they are not related to the condition of a unit. Eminent domain proceedings against low cost but standard housing puts a great burden on the occupants if they have below average income. Not only are they forced to pay moving expenses but the shortage of comparable units in the City means that the household must pay a higher percentage of its income for housing or move out of the City to find reasonably priced shelter. Now that the City is largely developed, major projects such as street widenings will often involve demolition of housing and increase the shortage of dwelling units.

There is another imbalance in the local housing market between supply and local employment. The City has very little housing for high income residents, less than 800 units valued above \$35,000. As a result the executives of local industry, doctors, lawyers and other high income groups who work in the City, live in surrounding prestige housing areas. For instance, less than one-third of the Chamber of Commerce directors live in Santa Clara.

This shortage is ^{not} the most serious one since housing is available for high income households within commuting distance, in contrast to the low cost shortage which is prevalent throughout the metropolitan area.

To summarize the obstacles that stand in the way of an effective housing market in the City of Santa Clara:

1. The combination of households with low and moderate incomes and the inability of the private housing industry to supply units at a low cost.
2. The limited amount of open residential land.
3. The potential for residential decline as large numbers of dwelling units pass twenty years in age.
4. The prospect that future demolitions, both public and private, will severely reduce the already short supply of low cost housing.

HOUSING POLICIES AND PRINCIPLES

As the basis for all subsequent policies, decisions and actions concerning housing, the City of Santa Clara establishes the following housing policies and principles:

1. To ensure the provision of decent housing for all residents regardless of age, income, race or ethnic background.
 - a. To increase the ability of persons and families to meet their housing needs in the housing market.
 - b. To facilitate the provision of safe, sanitary , standard housing to accommodate a fair proportion of persons and families disadvantaged in the housing market.
 - c. To stimulate housing construction adequate for future populations and for replacement needs consistent with the holding capacity established in the General Plan.
2. To ensure the provision of a variety of individual choice of housing tenure, type and location.
 - a. To facilitate the operation of the housing market so that suppliers and consumers can function more effectively.
3. To establish, maintain and enhance the character, quality and livability of residential areas.
 - a. To eliminate housing deficiencies and prevent future blight through conservation, construction, rehabilitation and removal.
 - b. To encourage a full range of housing and employment opportunities, open space and adequate transportation facilities throughout all communities in the urban area of the County.

HOUSING PROGRAM

The purpose of the housing element as required by the state is to bring local jurisdictions into conscious involvement with the housing market that supplies their residents with homes. This new involvement must have two aspects. One is positive policies and programs aimed at increasing the efficiency of the market and the production of needed units. The other is for cities to assess the effects of their existing programs on the housing market and make changes consistent with their housing goals.

Since the shortage of low cost housing is the primary problem at all levels of jurisdiction, including the City of Santa Clara, the main thrust of the City's program should be aimed at ensuring an adequate supply of housing for low and moderate income households. The City itself does not have the financial resources to actually construct the needed units but can stimulate the supply in other ways.

The Joint Housing Element identifies governmental policies that create obstacles to the construction of lower cost housing. The zoning ordinance and codes of Santa Clara, however, do not unnecessarily increase housing costs. The vast majority of the single family area is zoned for 6,000 square feet lots with the largest house lot required being 8,000 square feet. The City makes no attempt to exclude apartments within its boundaries and multiple units now comprise 40% of the housing stock. There are also over 400 mobile home units and a zoning provision for mobile home parks. Present policies reflect a strong City concern for maintaining and promoting basic standards of construction and design. All major construction in the City must conform to the latest Uniform Building Code and an active housing inspection program is directed towards finding violations of code standards.

New policies and programs will be considered, however, that will promote housing goals without threatening the attainment of other City objectives.

1. Increased support of local subsidized projects.

One of the tasks of the Joint Housing Element Program is to develop an equitable distribution of subsidized housing units in the County. The City of Santa Clara should participate in this process. The primary organization operating low cost, assisted housing is the County Housing Authority which through mutual agreement covers the City's jurisdiction. The Authority presently operates 124 units of leased housing in the City and because of lack of federal appropriations has no immediate plans for more.

Another source of low cost housing which actually increases the supply is the limited dividend or non-profit sponsor. By taking advantage of low interest government loans, these sponsors can produce housing at a lower cost than the private market. The 100 units for the elderly being built by the local Methodist Church is of this type.

It is also possible to further lower the housing costs in these projects through the federal rent supplement program. In order to operate in a city this program requires either a certified workable program or a municipal enabling resolution. Santa Clara's workable program expires January 1, 1972 which means that the City Council should adopt an appropriate resolution as a substitute to maintain local sponsors eligibility for the rent supplement program.

2. Relocation assistance for households displaced by public works.

The process of simply paying persons displaced by eminent domain the fair market value of their home ignores many costs associated with such a displacement.

A state law passed in 1971 (AB 533) requires that all state and local public agencies, when acquiring real property for public use, provide relocation assistance and payments to displaced persons. Under this law the City of Santa Clara will have an equitable relocation program that pays moving expenses and enables low and moderate income families to obtain comparable standard housing at a reasonable cost.

3. Housing maintenance and rehabilitation.

In order to encourage residential maintenance and prevent blight from spreading in a neighborhood, the City of Santa Clara has adopted a Housing Code and created a Housing Division to enforce it. A housing inspection program has been developed to prevent deterioration and upgrade substandard units.

The Housing Division uses a combination of systematic area inspections and monitoring of suspected violations. All multiple family structures are inspected at least once a year to ensure that basic repairs are made and health standards are met. Less detailed sidewalk surveys are made in single family areas.

Because of their age, the Old Quad and Agnew Village areas are known to contain most of the deteriorating and substandard dwellings in Santa Clara. Most of the housing citations and demolitions have been in these areas.

Although the present housing inspection program is a good one for identifying housing and health code violations, rehabilitation and demolition orders can work a hardship on households that cannot afford the costs. Informal Housing Division policy has minimized the disruptive effects of demolition to some extent. Inspectors generally defer inspection of marginal units until they are empty or changing ownership. In cases where the units are beyond repair this is obviously the best method for demolition. However, when a unit needs only repairs and is in an area of continuing residential use, violations should be cited and rehabilitation facilitated in order to prevent further deterioration of the structure.

4. Increased densities in the Old Quad.

This is already official city policy as part of the General Plan Old Quad element but has enough implication for housing to be restated here. Because of the limited amount of undeveloped residential land left in Santa Clara, additional housing units will be possible largely through increased densities. The plan for the Old Quad envisions a higher density core for the City built around mixed residential, commercial and office uses and the University of Santa Clara. The plan projects a doubling of housing units by 1990, all of which will be in multiple unit structures. The characteristics of these units should be carefully monitored by the City and influenced where possible to avoid imbalances in the housing market. Also the gradual renewal of the Old Quad should be done so as to maintain a proper economic mix of households. Apartment units should be built for a wide range of housing costs.

5. Recommended state and federal policies and programs.

Some of the most important influences on the housing market come from the national and state levels, particularly in regard to the credit situation and provision of public subsidized housing. As part of its program for better housing, the City of Santa Clara will encourage federal and state actions that support and extend the housing goals.

6. Housing development corporation.

Since the vast majority of housing units are produced and marketed by the private sector, Santa Clara encourages the establishment of a private, nonprofit Housing Development Corporation and Revolving Loan Fund to:

- a. Construct low and moderate income housing.
- b. Provide technical services and see money loans for housing construction.
- c. Serve as a land bank for low and moderate income housing sites.

5G OLD QUAD DEVELOPMENT

In November, 1970 the City Council adopted a plan for downtown Santa Clara entitled "Old Quad Development Plan" as an amendment to the General Plan. The adopting resolution included the following list of recommendations.

Land Use - General

1. Develop the Old Quad with a distribution of land uses designed to accommodate a variety of living, working, shopping and recreation opportunities.
2. Create a multi-purpose activity corridor containing a high intensity concentration of mixed land uses along an east-west axis with the University Redevelopment Project Area at its center.

Commercial Land Use

3. Locate low-rise office areas near the De La Cruz Interchange, near the Civic Center, on the north side of El Camino Real between Monroe and Lafayette Street and combine the development of low- and-high-rise offices on the Redevelopment Site.
4. Locate automobile-oriented development along El Camino Real, west of Monroe Street; and pedestrian-oriented uses on the Redevelopment Site and in the area west of Franklin Mall.
5. Establish a Wholesale Warehouse area north of El Camino Real and east of Lafayette Street.
6. Locate small sub-neighborhood convenience centers as desirable elements within the fabric of residential areas with the understanding that the map does not show specific locations.

Residential Land Use

7. Generally disperse throughout the Old Quad new residential uses that include a variety and mixture of housing types.
8. Locate high-density residential uses west of the Civic Center; along the south side of El Camino between Monroe and Lafayette Streets; on the Fremont School site; in the area surrounding Mission Library; south of the University; and within the multi-purpose activity corridor.
9. Locate new medium and medium-low density residential uses within existing residential areas only when meeting criteria determining their compatibility with existing uses.

10. Encourage the preservation of existing houses in good condition and the rehabilitation of houses in deteriorating condition.

Civic and Institutional Uses

11. Encourage the expansion of the University of Santa Clara northward to Benton Street and eastward to relocated El Camino Real.

Open Space System

12. Develop a strong system of pedestrian circulation to permeate the Old Quad and connect all major activity areas.
13. Construct a pedestrian concourse as the backbone of the pedestrian system and as an important element of the multi-purpose activity corridor.
14. Expand and develop Lafayette Park as an important recreation facility with the Old Quad.

Transportation

15. Develop El Camino Real, in a rerouted location to the east of the University of Santa Clara campus, and Lafayette Street as the two important streets of the Old Quad.
16. Upgrade Lincoln, Saratoga, Monroe, Benton, Liberty, Monroe and Market (connected to The Alameda) as other major streets to accommodate primarily through traffic not desired within internal areas of the Old Quad.

Quality of the Environment

17. Create strong identity for the Old Quad for providing a significant central focal point, special treatment of street entry ways, and a special character to be derived from recommended urban design standards.
18. Create an improved environment for living, walking, and shopping through the use of the recommended special standards of development and principles of design.

Development Strategy

19. Encourage the assembly of individual parcels into sufficiently large sites for new development.
20. Create an "Old Quad" Special Development District to supersede existing zoning districts in order to guide development of the Old Quad through the special development guidance criteria established for the Plan.
21. Develop the open space system, transportation system and special community facilities utilizing both City and outside financing sources.

5H NOISE

"Noise is simply unwanted sound."

The problem of noise has increased rapidly as our society has become mechanized and urbanized. The problem is not always a minor one. As the intensity grows noise can interfere with speech and communication, especially in schools; create psychological effects through disruption of sleep and constant annoyance; and at extreme levels noise can cause physiological problems such as hearing loss, nausea and blurred vision.

In order for noise to be a problem there has to be both a source and listener who is bothered. The wide variety of noises and types of listeners make accurate measurement and definition of noise problems necessary. Before the City can effectively and equitably control excess noise, an extensive survey of noise levels and durations will have to be made. At this early time, however, the most obvious, and therefore critical, sources of noise and noise sensitive areas can be identified.

In general, the most irritating noises in urban areas are caused by:

1. Airports.
2. Highways.
3. Railroads and rapid transit.
4. Industrial processes.
5. Motor vehicles.
6. Construction

Within the City of Santa Clara the list can be specified as the San Jose Airport flight patterns, the freeways and expressways, the Southern Pacific lines and industrial land uses. Particularly noise-sensitive areas in the City are all residential areas, Agnew and Kaiser Hospitals, the University of Santa Clara, the future campus of West Valley College and all the schools.

Where a noise generator and a highly sensitive area are adjacent, the potential for a noise problem is the greatest. In Santa Clara these areas include:

1. Agnew Hospital, surrounding residences and the Agnew, Hughes and Montague Schools, all of which are under the airport flight paths.
2. Residential developments along the railroad lines and the Lawrence and San Tomas Expressways.
3. The Warren School adjacent to the Junipero Serra Freeway.
4. The future West Valley campus.
5. Residential uses adjacent to industrial property or traffic and not separated by a buffer of some sort.

NOISE POLICIES

1. As part of its commitment to environmental quality, the City will encourage actions and support programs that reduce the level of noise.
2. To protect residents from noise which cannot be moderated at its source, the City will encourage high standards of noise insulation and buffering in noise sensitive developments subject to high noise levels.

1. Safety Element

51 SAFETY

In cooperation with State and federal civil defense authorities, the City of Santa Clara has developed a comprehensive and continuing program to protect local residents during nuclear attack and natural disasters. An Office of Emergency Services with a fulltime director has been created to coordinate civil defense efforts in the City.

The basis of the program is the organization of existing resources in the community so that they can be made available with short notice. The City's Civil Defense and Disaster Office Resources Manual inventories local food markets, drug stores, first aid stations, fuel supplies, transportation resources, contractors and radio and television stations. It also lists all the City personnel that are trained in skills that would be useful in an emergency situation.

As an emergency supplement to local hospitals, the City has a packaged disaster hospital with a 200 bed capacity that can be set up in 24 hours.

A system of fallout shelters has been built in major public buildings, capable of protecting over 30,000 people. City employees have been trained in shelter management and assigned to specific shelters.

5J SCENIC HIGHWAYS

Although the Junipero Serra Freeway is the only route through the City of Santa Clara that is included in the State's Scenic Highway Master Plan, a strong program is being carried out to provide an attractive view of the City from the major through routes.

Both the Junipero Serra and the Nimitz Freeways are landscaped along major portions and the Bayshore Freeway has planting around the interchanges. Santa Clara will also cooperate in meeting state standards for landscaping along the future Mountain View-Alviso Freeway.

The County Expressway system has a staged program of cooperative landscaping whereby the County will maintain the planting put in by local jurisdictions. In some median strips where landscaping has not been started, wildflower seeds have been sown as a low cost treatment on an interim basis.

On local streets Santa Clara has extensive landscaping along the El Camino Real and Saratoga Avenue. The future extension of Bowers Avenue north of the Southern Pacific tracks will also have a landscaped median.

In order to improve the appearance of property beyond the street right-of-way, Santa Clara has adopted several zoning controls. The City Council enacted a resolution prohibiting billboards within 600 feet of freeways and expressways.

The Zoning Ordinance has front yard and landscaping requirements for all zone districts except heavy industrial. As a result most streets in the City have at least ten feet of landscaping along either side. An Architectural Control Committee also reviews the design of industrial, commercial and multiple residential developments to ensure basic standards of appearance and planting quality.

6 IMPLEMENTATION

A. PRECISE PLANS

Precise plans detail the design of functional elements within the General Plan and are used as the basis for estimating costs, priorities and scheduling in the Capital Improvements Program. The precise plans are not considered to be final or inflexible; rather they represent a more specific view of how the General Plan may be used in controlling and holding to a high standard the City's development.

The first set of precise plans for Santa Clara were developed in conjunction with the original General Plan in 1960. Since that time the plans have been maintained by the City departments in charge of the respective functions. Present plans include 1) Streets and Highways, 2) Water, 3) Sanitary Sewers, 4) Storm Drainage, 5) Electrical, 6) Street Lighting, 7) Fire Protection, and 8) Parks and Recreation.

B. CAPITAL IMPROVEMENT PROGRAM

One of the most decisive tools for effectuating the General Plan is the Capital Improvement Program which determines the schedule for construction of public facilities. The Program establishes a priority list of needed improvements such as streets, sewers, parks; estimates construction costs, identifies finance sources and schedules project developments over the next five years. The Program is updated yearly to account for changes in needs and revenues and to keep the five year lead time.

The Capital Improvement Program also provides a summary for the City Council and public of where municipal expenditures for facilities are being spent both in terms of function and area.

The Planning Commission must submit an annual report to the City Council regarding the Capital Improvement Program, which shall review each project for its conformity to the General Plan, review the program as a whole in order to suggest an improvement in economy or efficiency which might be effected through the combining of various projects; and suggest needed improvements which do not appear in the program.

6C REGULATIONS

1. Zoning Ordinance.

The zoning ordinance governs the use of the land within the City. It determines the type of use, the density of living or working population, the general arrangement of buildings and the necessary facilities, such as off-street parking, driveways and signs. The zoning map gives legal definition to the land uses delineated in the General Plan.

The basic intent of the zoning ordinance is:

- a. To promote the public health, safety, morals, comfort and general welfare; and
- b. To conserve the values of property, protect the character and stability of various land uses, and to promote the orderly and beneficial development of such areas.

The present ordinance underwent extensive revision in 1969 and has operated successfully since then. However, the transition of the Old Quad to more intense residential and commercial uses will necessitate new zoning ordinance provisions that specifically address the objectives and problems identified by the Old Quad Development Plan.

The industrial zoning regulations may also require further refinement. As industrial development expands in Santa Clara, conflicts between uses and desired standards can be anticipated. Suitable regulations meeting the needs of industry will be enacted as needed.

2. Subdivision Regulations.

These regulations determine the standards for the division of land into smaller parcels. In addition to establishing minimum lot sizes and shapes, subdivision regulations set the requirements for street and utility improvements by the developer, drainage patterns and the reservation of school and park sites. The parcel buyer is thus assured that his property is properly served by utilities and access.

3. Official Plan Lines.

Plan lines are adopted by the City Council in accordance with the Streets and Highways plan. These plan lines establish building setback and right-of-way on major streets thus reserving needed area for future acquisition and widening.

4. Building and Housing Codes.

Insuring that the buildings in the City meet basic safety and health standards is the purpose of the Building and Housing Codes. The Building Code establishes the construction, plumbing and electrical specifications for new development and is enforced through plan checking and on-site inspections.

The Housing Code is utilized to prevent residences from deteriorating or becoming a health hazard. The Housing inspectors can require repairs or authorize condemnation of dilapidated structures.

As new situations arise, the City has enough flexibility to respond with appropriate measures. As an example, a business license team comprised of the business license administrator and staff from the planning, building and fire departments makes on-site inspections of all new businesses to ensure that they meet City standards. This technique maximizes uniformity and consistency in enforcement and simplifies procedures for both the owner and the City.

U.C. BERKELEY LIBRARIES



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